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The Manufacturing Confectioner

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ONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS

How Confectionery Sells
In Guatemala—A Factual
On-the-Scene Candy Study.

How to Use Coconut for
Manufacturing Candies:
Its History, Formulae.

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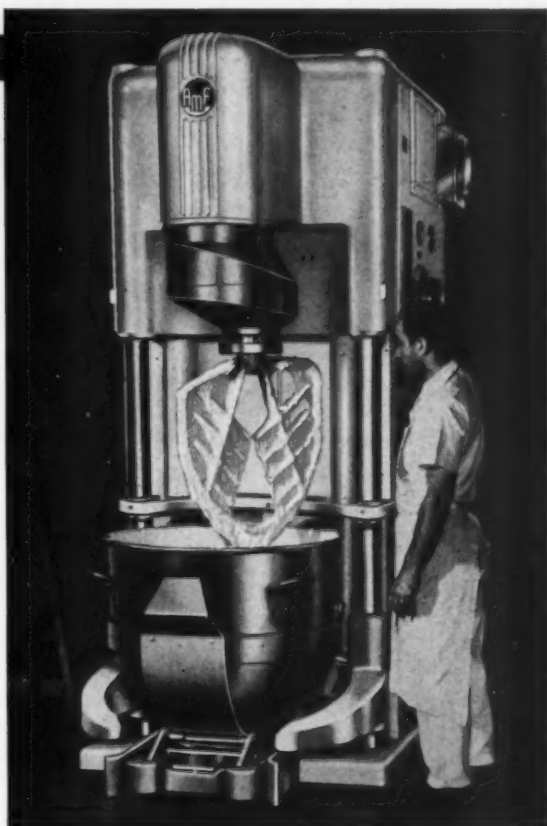


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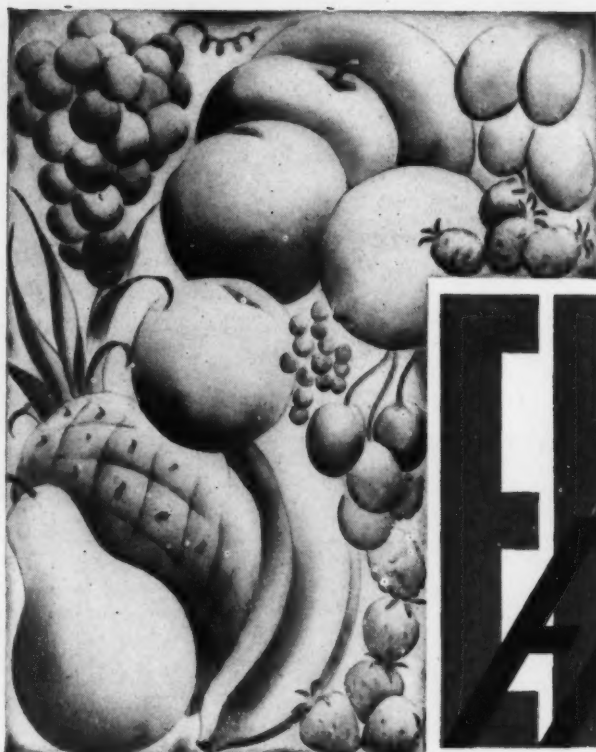
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The Manufacturing Confectioner

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Vol. XXVIII

No. 5

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COVER: New "Summertime Assortment" package for Lord's of Boston is of soft blue and designed to stand up in hot Summer months as well as stimulate candy sales. Joseph Fennell is the designer.



Pioneer Specialized Publication for Confectionery Manufacturers Plant Management, Production Methods, Materials, Equipment, Purchasing, Sales, Merchandising.

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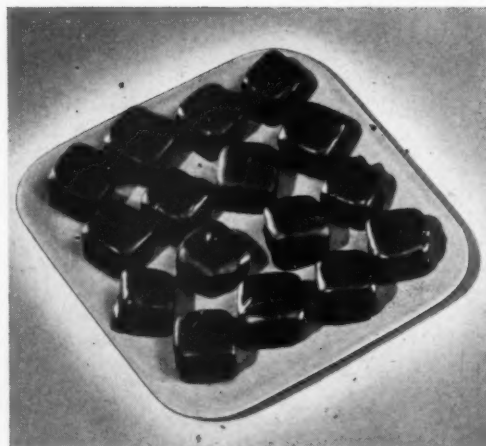
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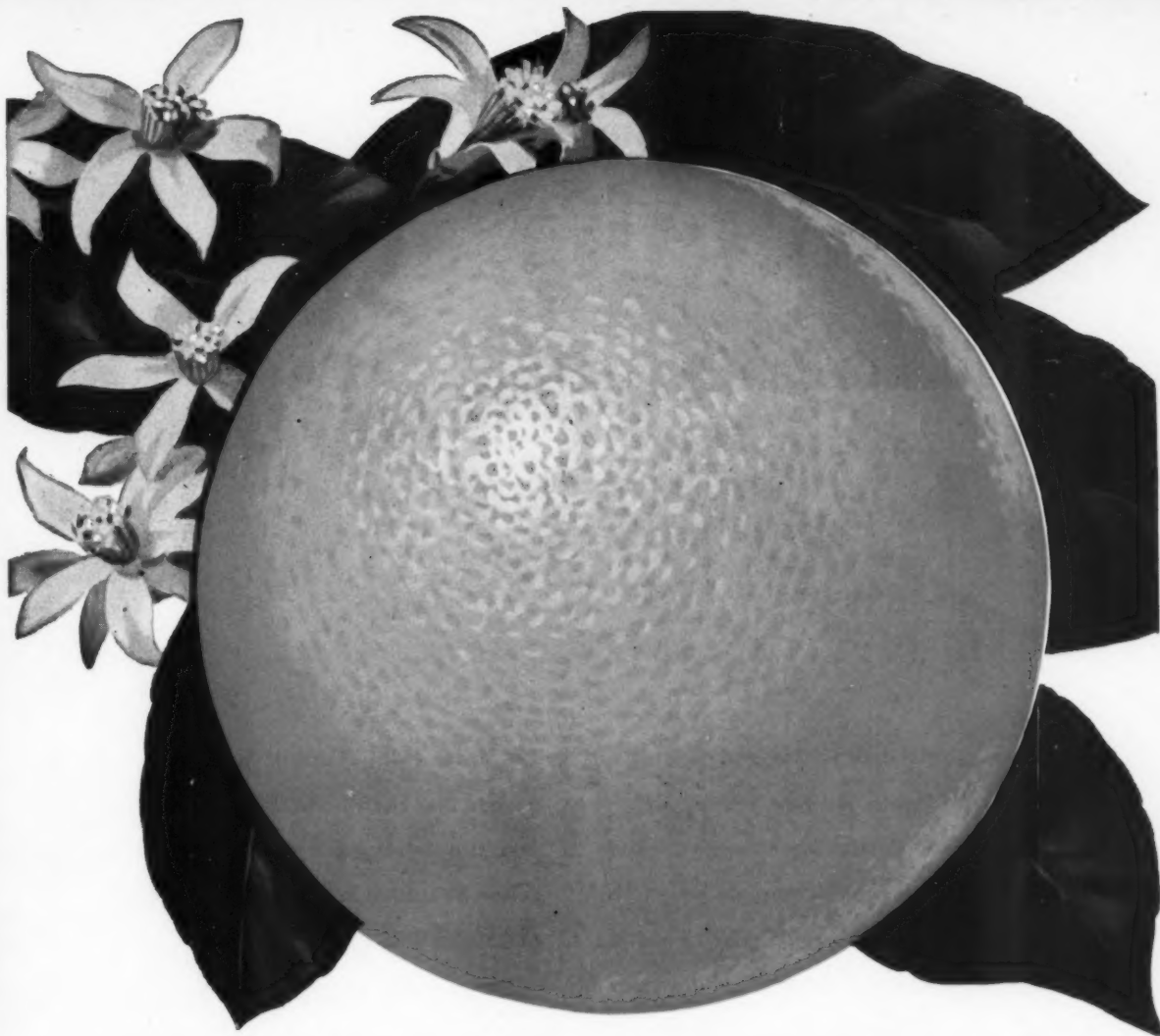
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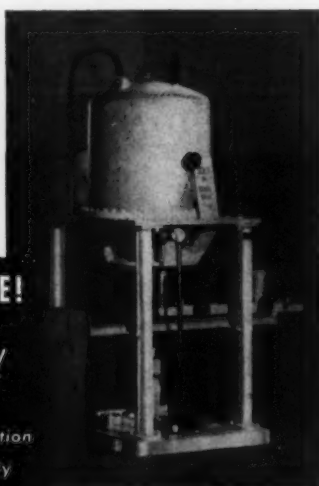
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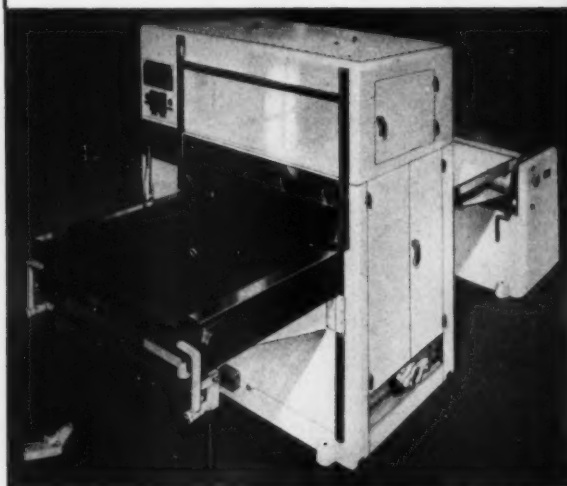
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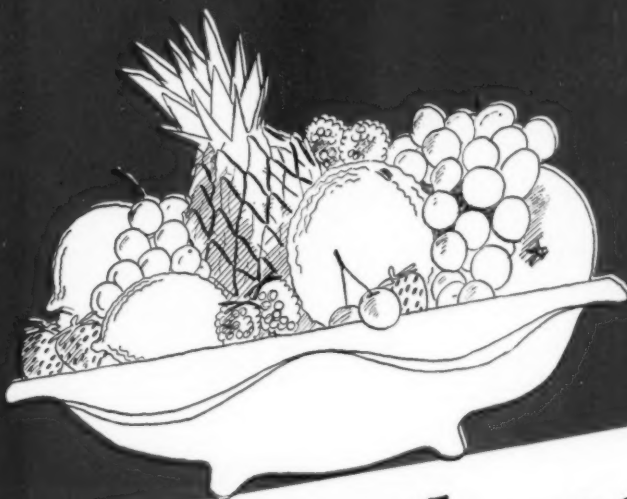
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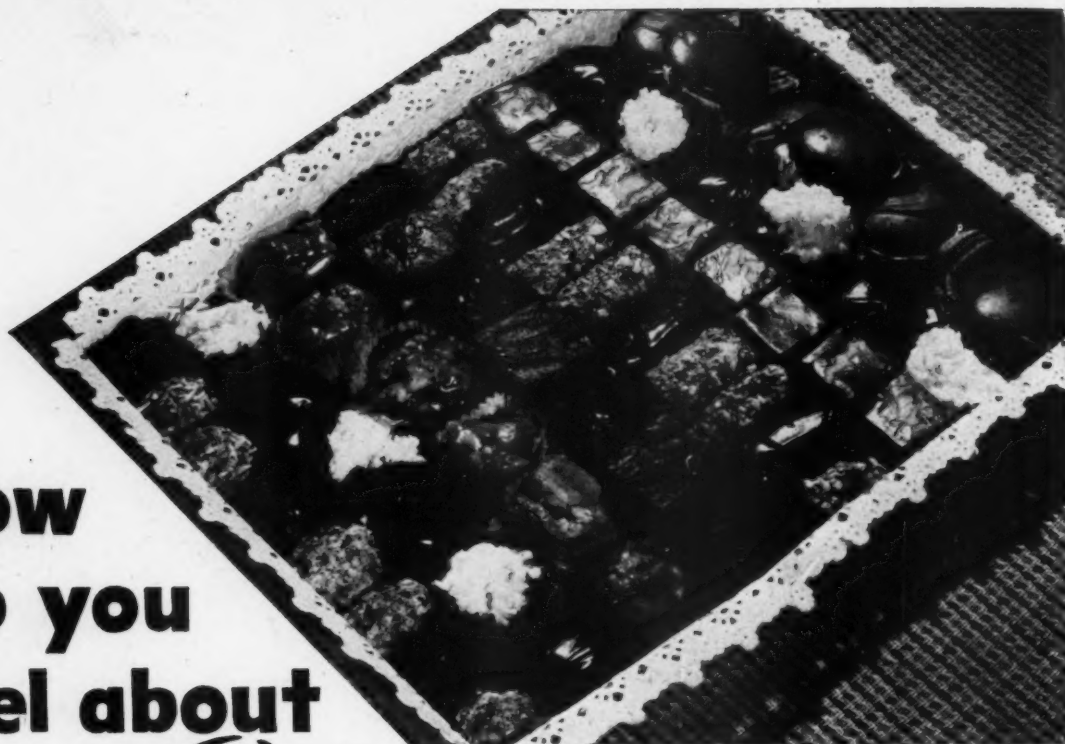
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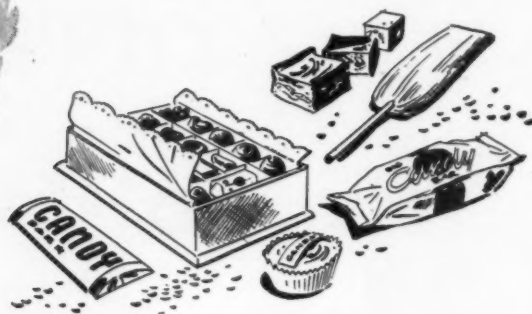
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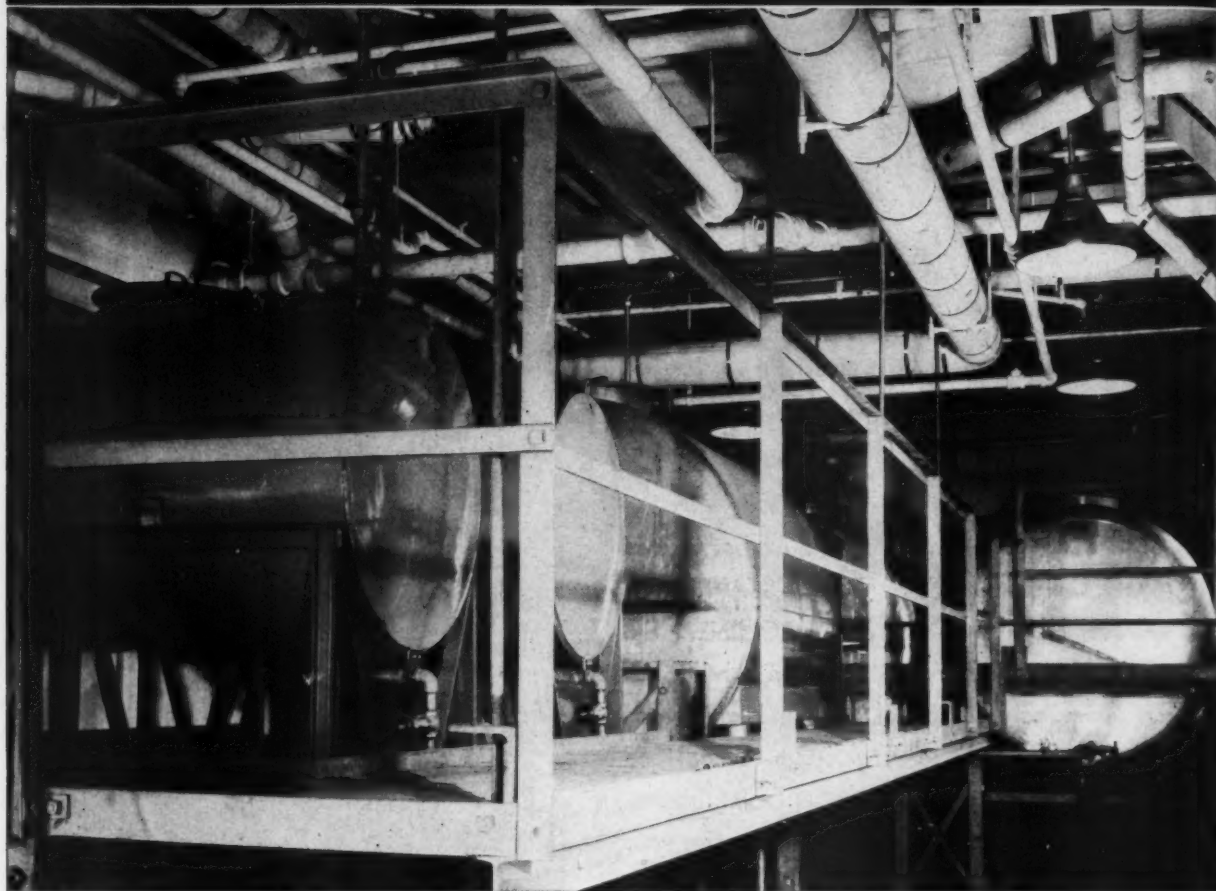
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Vol. XXVIII

No. 5

The Manufacturing Confectioner

How Candy Sells in Guatemala

by E. P. MERCER

EDITOR'S NOTE: *This interesting article by Mr. Mercer, who formerly was the managing editor of THE MANUFACTURING CONFECTIONER is an on-the-scene study of the confectionery industry of today in enterprising Guatemala.*

GUATEMALA HAS A confectionery industry of its own, although prior to the war considerable American candy products were imported from the United States.

There are five manufacturers located in Guatemala, all in the capital, Guatemala City. These companies all produce candy on a fairly large scale, but none of the factories is as large as some of the American plants. The plants sell to their own stores, or to a few stores that specialize in candy or other specialty food products. The candy stores are small. There are many vendors who come to the plant and buy from 10 to 15 pounds of candy at a time and sell it on street corners, or peddle it through the countryside and in outlying villages.

The candy manufacturers do not have their own sales force on the road. They make arrangements with salesmen who carry a variety of lines. In other words, a man travels through the country selling a group of products, from candy to electrical equipment or anything

CANDY STORE in Guatemala City, as shown below, is operated by a man who migrated from Spain. Sign to left indicates the firm is a gift shop and importer of candy, wine, canned goods, and packaged foods also.



in between. He seldom carries candy samples with him unless a new product is being put on the market. This makes it possible for a salesman to draw commissions from several firms, where no one firm could pay him enough to keep him fully occupied, and it cuts the selling cost to each individual firm by disposing of the necessity to have its own sales force on the road.

A visit to one of the larger manufacturing companies, the Sharp Candy Co., established in 1926 by R. J.



DISPLAY OF BULK candies, above, is feature of store shown in opposite column. Most bulk candy here sells for 70-80 cents a pound, some chocolate items at \$2.50 a pound. Whitman's candies are shown in case at right.

Sharp and Adolfo Rios, proved very interesting. The Sharp plant specializes in the manufacture of chocolate candies but also produces some sugar candy, clear glazed candy, ice cream, various sauces and condiments, such as ketchup, mustard, etc., vinegar, blocks of brown sugar which are very popular for cooking, and even for eating among the natives, and a number of other food products.

Sugar candy sells at a price of about 18 cents per pound wholesale from the Sharp factory, according to Adolfo Rios, head of the plant. The clear glazed candy sells for about 25 cents per pound. A few penny pieces are also produced.

The Sharp company has its own salesmen in Guatemala City, but takes advantage of the traveling salesmen for

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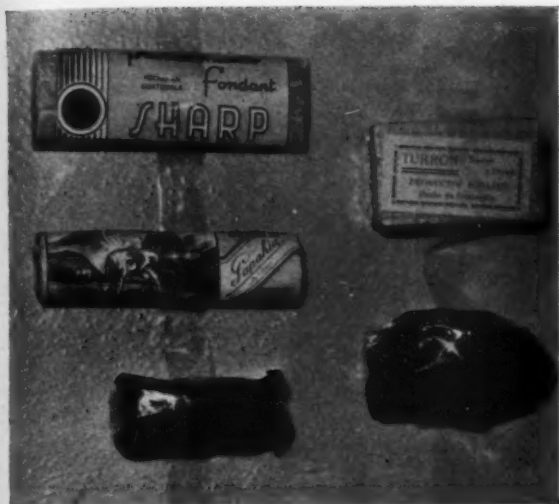
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road sales. These traveling men pay their own expenses, but by carrying a wider line of goods, can still make a good income.

Most of the raw materials going into the production of candy in Guatemala are locally produced. The country has a small sugar production along the coastal areas. It has coconuts, all types of fruits, and cacao production.

Most of the dyes, chemicals, and essences used come from U. S. manufacturers. For instance, one New York firm alone sold approximately \$22,216 worth of essences to Guatemalan manufacturers during 1947, according to Jose Asturias Moulton, of Agencias Unidoes, Guatemalan representatives.

The Sharp company makes glass and tin containers and cans among its other activities. "We do not use many fancy boxes for our candy," Rios told the writer. "The cost is too high on such boxes."

He then explained that most of the firm's production is sold in the form of five cent bars, although a few fancy Christmas boxes are produced. For the retailer, bulk five-pound boxes of itmes are produced which he can sell out in smaller amounts from the store.

Rios said that it was the desire of the company to attempt to build up a trade for attractive packaged goods, and that it had used a few plastic boxes, although a $\frac{3}{4}$ -pound box costs 26½ cents, just for the box. The candy in the box would cost around 26 cents for the $\frac{3}{4}$ -pound, and then additional costs would have to be added such as ribbon, and other incidentals, which would make the final retail selling price too high for the average buyer.

The Sharp company has hardly any "returned goods" problem. Sharp stands back of its products as to quality, but constantly warns distributors against over stocking their shelves. The company does not maintain any reserve stocks in the plant. All candy is freshly manufactured the day before selling. Sharp has five retail outlets of its own. The firm sells canned goods as well as candy in the retail outlets. The stores sell something like \$50 to \$75 worth of goods daily, on the average, most of which is candy and ice cream.

The Sharp company is the only plant in Central America that is fully equipped to produce its own chocolate coatings. It buys the raw cacao beans; does its own

FIVE GUATEMALAN candy bars, all of which retail for five cents. American money. Each bar is wrapped in foil or cellophane. Most of the bars are wrapped by hand.

roasting, grinding, and refining. Although production is slow by the old machines available, plans are now underway to modernize the plant with newer equipment. Most of the present equipment is of a German make, but orders are now placed in the U.S. for many new pieces of equipment which will eliminate some of the hand processes now used, and some of the small machines now in use.

At present the plant utilizes a 15 horsepower electric motor to furnish power throughout the plant. A system of continuous belt and pulleys operates all of the equipment from one main drive shaft. All the newer equipment will have its own electric motors.

Among the pieces of equipment to be purchased will be a larger chocolate press, a new five roll chocolate refiner to replace the present three roll machine, and several other items. The new press, for instance, will triple the chocolate production in the plant.

Sharp has facilities for reducing its own skim milk supplies instead of buying the skim milk powder. It manufactures its own ice cream cones in a baking department. This department also produces wafers for use in a wafer bar coated with chocolate. A large percentage of the ice cream sold is sold through the push-cart vendors, with carts or bicycle carts similar to our "Good Humor" vendors. The paper ice cream cups used by the push cart vendors cost one cent each, landed in Guatemala.

Among the American manufacturers who exported candy to Guatemala during 1947, were Whitman's, largely for the Christmas trade, and Henry Heide, Inc., according to Agencias Unidoes, representatives for those two firms. A large duty is imposed on imported goods, to protect the local manufacturers.



A COMMON SIGHT on almost every street corner, particularly in the heart of Guatemala City, is the candy street vendor. This native Indian offers a display of a wide variety of bars, penny confections and gum. Most of it is Guatemalan-manufactured.



A "Know-How" Discussion on Using Coconut in Candy

THIS AUTHORITATIVE ARTICLE by Mr. Armstrong, shown above at left, is the first of a series on coconut prepared exclusively for readers of THE MANUFACTURING CONFECTIONER. Following articles will contain numerous helpful formulae.

by **GEORGE ARMSTRONG**

*Confectionery Technician,
Franklin Baker Division, General Foods Corp.*

AN ANCIENT ASTROLOGER used his head to start the coconut industry—literally! According to legend, the astrologer told his king anything would grow if planted at a specified hour on a certain specified *lucky day*. The king, seeking proof, ordered the astrologer's head laid upon a stone. And in due time a tall tree with coconuts—resembling the unlucky astrologer's head, of course—appeared.

The smart candy manufacturer today is also using his head in his business. Not on the order of the ancient astrologer, of course. Ever on the lookout for popular ingredients for candy, he is aware that more and more people are becoming coconut users. This, in turn, means that the popularity of coconut candy is increasing.

In the past ten years, confectioners have learned much that has helped make coconut candy popular with the public. They have developed methods of preparing coconut, so that when it is added to candy it will make a more tasty finished product. They have found that, by using inverts, the coconut in candy will stay soft and palatable. They have discovered that the use of plastic coconut in candy will bring out the coconut flavor. They have learned the amount of moisture coconut will stand in a batch of candy without becoming rancid. And, most of all, candy manufacturers now know the value of real coconut to give candy the flavor that people expect.

Coconut: "Nut of India"

The history of coconut goes back a long way. Ancient writers referred to it as the "nut of India." One of the earliest known references to coconut is found in the writings of Cosmas, an Egyptian merchant traveler, who mentioned it in 545 A. D.

Marco Polo, in describing Sumatra about the year 1290, tells that "the Indian nuts also grow here the size of a man's head, containing an edible substance that is sweet and pleasant to the taste and white as milk. The cavity of this pulp is filled with a liquid clear as water, cool and better flavored, and more delicious than wine or any other kind of drink whatever."

By the close of the 15th Century, some writers referred to coconut as "coguos." In 1553 appeared the word "coco," which in Spanish and Portuguese means a grimace or grinning face. One writer, several years

later, expressed it more explicitly, when he said, "We have given it the name of Coco, because it looks like the face of a monkey or some other animal."

Sir Francis Drake, while he was at the Cape Verde Islands in 1577, wrote of coconut, "because it is not commonly known with us in England, I thought good to make some description of it . . . Within that shell of the thickness of halfe and inche you shall have a kinde of substance very white, no less good and sweeter than almonds."

It was not until Dr. Johnson's dictionary was published in 1755 that the spelling was changed to "cocoanut." This came about through an error in combining the description of the cocoa bean with that of the coconut. Today, however, careful writers use the "coconut" spelling.

When the average person thinks of a coconut, he pictures a far-off South Sea island and envisions waving palm trees and monkeys scampering up the trunks of these trees to snatch a coconut and fling it at some unsuspecting passerby.

Origin of Coconut

Yet scientists disagree that the tropical area is the ancestral home of the coconut palm. There are many who have argued to prove that the coconut originated somewhere in the New World. Some think perhaps in the high valleys of the Colombian Andes. There an abundance of alkaline salts enabled the coconut palm, when left to its own devices, to compete with other tropical vegetation. These students maintain that the coconut's traditional insistence for unlimited sunshine precludes the possibility of self-establishment on tropic shores. Its early growth, they feel, would be crowded out unless given assistance by man.

Historians offer a third argument based on a provision of nature. Water is stored in the seed itself, as an aid to a fruit growing in dry mountainous regions, and allows the young plant to establish itself and become sufficiently hardened to withstand the rigors of a dry season.

These scientists are fully convinced that the coconut palm is found in the Indian and Pacific Ocean islands only because of its dispersal there by early voyagers from Mexico and the South American west coast. Mariners are believed to have taken coconuts with them on their journeys to the Far East as food and as an easily handled, ever-present drinking supply.

History has proven that the coconut, unlike bananas and sugar cane, was not brought to America by the

Spaniards. Christopher Columbus tells of finding in Cuba, on his first journey to the New World, very tall palms which he referred to as the "nut of India."

There is another school of thought, however, which contends that the coconut was brought to the Americas by way of the East Indies. There is the belief that it was introduced either on the Pacific slopes by early voyagers from the Far East or by the currents of the Pacific itself. Authorities in Jamaica incline to the theory that the tree was introduced there by the Arawaks previous to the Spanish Conquest.

That the fibrous husk of the nut eminently fits it for dispersal by water will have to be admitted. Not only is it light and bouyant, but the outer shell of the husk

ABOUT THE AUTHOR: *George J. Armstrong has been in the candy business for 45 years, and with General Foods Corporation the past 10 years as candy technician. His work is almost entirely creative: devising all sorts of coconut confections for the candy industry.*

is coated with a veneer of wax-waterproofing. This ideally protects the porous fiber for a long ocean voyage.

The present American popularity of coconuts was set in motion by one man. Until he pioneered, coconuts were brought from the tropics for the wives of seafaring men, or were costly novelties few could enjoy.

Fifty years ago, in Philadelphia, a miller named Franklin Baker one day found himself swamped with a load of coconuts which had come to him from war-ridden Cuba in payment for a shipment of flour. Coconuts were a novelty in those days, and for a while Mr. Baker was at a loss as how best to get rid of them. An ingenious man, however, he devised an improved method of preparing the nut meats. Quickly he sold all the coconuts to the confectioners and pastry chefs in the city. Soon Franklin Baker became known as the "Coconut King," and a large business was started.

Today there are about 10 million acres of coconut groves, which yield approximately 20 billion coconuts each year. Practically all are in the Philippines, India, Ceylon, and the islands of the South Pacific and Indian Oceans. Although India originally had a larger acreage in coconuts, the lands on which coconuts are raised in the Philippines and to a lesser extent in the Malay States have been widely developed in recent years. Now the Philippine Islands are the largest producers of coconut.

Vital Product for Natives

To the native of these coconut-producing countries, the palm tree that bears the "nut of India" is his means of livelihood. It was Charles Dickens who wrote: "When a native is thirsty he drinks the fresh juice of the young coconut, when he is hungry he eats its soft kernel. If he has a mind to make merry he sips a glass of arrack distilled from the fermented juice of the palm, and dances to the music of rude castenets. Should he be sick his body will be rubbed with coconut oil. He sweetens his coffee with jaggery, or coconut sugar, and softens it with coconut milk, and it is sipped by the light of a lamp constructed from a coconut shell and fed by coconut oil. His doors, his windows, his shelves, his chairs, the water-gutter under the eaves of coconut palm leaves, are all made from the wood of the tree. His spoons, his forks, his basins, his salt-sellers, his child's money-box,

his jars, are all constructed from the shell of the nut."

Previous to World War II, ten plants produced coconut in the Philippine Islands. All but two of these were destroyed during the Japanese occupation of the islands. Today the supply being shipped from Manila to the United States, although moving in large quantity now that peacetime operations have started once again, has yet to catch up with the demand.

In the Franklin Baker company's Philippine processing plant, meat is shredded and shipped to various ports of the United States and distributed to conveniently located warehouses for rapid delivery to confectioners. Shipments from Manila also go to the company's Hoboken plant for processing into toasted, plastic, and other special types of coconut.

Toasted coconut, for instance, can be called seasonal, for almost 90 per cent of this type is used by confectioners during the warm months—May to September.

Some confectioners use syrup and gum arabic for sanding hard candy, but I have found that plain water makes the coconut stick to the batch much better. It melts the jacket of the candy, and the toasted coconut which is sprinkled on becomes glued to the candy as the jacket dries. A formula for this jacket follows:

15 lbs. corn syrup

25 lbs. sugar

Cook to 305 degrees. Cool and pull up light. Honeycomb 8 lbs. peanut butter in jacket. Form in shapes desired. Sand in toasted coconut.

Many candy manufacturers write to me saying that, when they make slabcut marshmallow with toasted coconut coating, the coconut gets sour after it is sanded. I have found that is exactly what will happen *if the coconut-covered marshmallows is packed in an air-tight container while it is moist.* My method of sanding marshmallows is this:

How to Sand Marshmallows

Grease either a slab or table, then cover the surface with a thin coating of toasted coconut. Drag the marshmallow batch down to the desired thickness and cover the top at once with a generous layer of coconut. Cut into squares with a damp roller cutter. Then pull apart. The generous coating of coconut on the top of the marshmallow allows the sides to become coated when the batch is pulled apart.

On a day when the humidity is normal, the confectioner should be able to pack the candy within an hour without fear of the coconut souring.

My favorite formula for slab-cut marshmallow with toasted coconut coating is this:

FIFTY-POUND BATCH

10 lbs. water

1 lb. Gelatin

Place over a very slow fire. Stir until gelatin is dissolved. Add 15 lbs. sugar. Stir until sugar is dissolved. Take off fire and add 25 lbs. corn syrup. Mix well, pour into beater, and beat up light. Spread on table or slab for coconut coating as described above.

For the retailer who wants to make a smaller batch, I recommend using one-quarter of the above formula and following directions as given.

One of the newest coconut products is plastic coconut. This is coconut meat emulsified to a creamy consistency. It is sold largely to candy manufacturers to lengthen shelf life of coconut candy and to improve the flavor. The next article in this series for THE MANUFACTURING CONFECTIONER will deal with the use of plastic coconut.



THE

Manufacturing RETAILER

Ideas Boost Candy Shop Sales

INGENUITY and a stairwell in the F. W. Grand Store, at 231 W. Wisconsin Avenue, in Milwaukee, have doubled total candy sales on the floor!

The clever way in which Store Manager Joseph Sissons doubled candy sales is shown in the photo on this page. Previously the stairwell was just an empty space, by which customers went downstairs. Mr. Sisson thought, however, there must be some way he could make use of the railing for an extra candy counter, which he greatly needed. His candy department was already the most popular in the store. Situated directly opposite the front door, it drew a heavy passenger traffic and correspondingly heavy sales. The department featured bulk candies, though, which had to be weighed by the clerk. Mr. Sisson wanted another counter for candy already packaged, which customers could select themselves and have a nearby salesgirl ring up as a sale.

Mr. Sisson turned the construction problem over to the store carpenter. The carpenter built a shelf six feet long by a foot and a half wide. For support, two thin iron straps ending in curved hooks were placed lengthwise beneath this shelf. The four hooks at the ends were made to fit snugly over the railing at each side of the stairwell, as shown in the photo. Boxes of wrapped candy were then placed on the new display counter. Easy-to-read signs are used to tell the prices.

Prompt service from a nearby candy salesgirl then quickly completes the sale begun at the "stairway coun-

ter." That customers like the "no-wait" service is shown by the floor's doubled candy sales.

PARKING METERS, bane of motorists everywhere, have been put to good use as business-builders by Roarck's, a Camden, N. J., confectionery shop. Proving decidedly "profitable advertising on a nickel," the plan offers manufacturing retailers an effective easy-to-work goodwill builder to pass on to accounts.

Located in the traffic section of Camden, Roarck's sends an employee out to check parking meters for red flags every half hour.

On finding a red flag, the employee drops a nickel in the meter and leaves a store card under the auto's windshield wiper. The card—which is the folding type and in two colors—has a picture of a meter and a red flag on its face. For the "rescued" overtime parker, it carries the message: "Your Time Was Up! The Flag Showed Red! It was our privilege to save you a parking fine by putting a nickel in the meter." The message is signed simply: "Roarck's 100 Main Street."

Inside the two-color folder, another message states that, while Roarck's takes pleasure in saving the motorist a parking fine, Roarck's also is pleased in being able to sell the finest assortment of candies and chocolates. Small cuts of boxes of candies that are specials also add to attractiveness of the folder and help make it valuable advertising literature for Roarck's.

Indicating how well appreciated are the "parking meter rescues," Roarck's has received numerous telephone calls and letters from motorists who have been saved overtime parking fines. Many grateful persons, also, have even come to the store in person and to express appreciation and return the nickel. The goodwill engendered and the new customers developed thus are positive proof of the effectiveness of Roarck's nickel-in-the-meter-plan.

Further valuable advertising for Roarck's occurs also when the "rescued" motorist tells friends about how the candy shop saved him a fine. It is really surprising, Roarck's learned, to know how many persons in a community will know you saved a motorist a parking fine when a Roarck's card instead of a parking ticket is placed under the windshield wiper.

The Roarck plan is adaptable to any community using parking meters. Ingenuity of the manufacturing retailer and a local printer can easily and economically devise similar goodwill—and advertising-producing cards.



CLEVER COUNTER over stairwell doubles candy sales on floor for F. W. Grand Store in Milwaukee, Wisc. Store Manager Joseph Sissons displays boxes of wrapped candy on counter. Easy-to-read signs tell prices. Nearby salesgirl rings up sales.

How to Make Sales-Getting STARCH GUMS and JELLIES

by **WALTER L. RICHMOND**

Plant Superintendent, D. Goldenberg, Inc., Philadelphia

INCLUDED UNDER THE heading of Gum Work are crystallized gums, cut pastes and sugar sanded Jelly drops and orange slices with a short tender texture.

Jelly drops and slices are not jellies in the true sense of the word. The term *jellies* as applied to this type of gums has been accepted by the candy trade and will be so designated in the formulas that follow.

Gums or starch jellies are composed of starch, water, corn syrup, sugar and/or dextrose, with or without the addition of cream of tartar or acids. In some of the lower priced gums, the sugar is omitted.

To produce a satisfactory gum or jelly, a few basic rules must be learned and their principles applied when starting production on these items.

Starches for Gum Work

Success or failure in making gum work depends, to a great extent, upon starch and water. The texture and keeping quality of the gums are governed by starch that has been fully saturated with water and expanded by heat. Unless the starch is fully saturated with water and expanded by heat, it will cause the gums to sweat. Satisfactory results are obtained when one gallon of water is added for each pound of starch used.

The old type starches, unless boiled very slowly, scorched on the sides of the kettle. It then became necessary to turn off the steam and let the gums lie in the kettle for a short period of time. At the expiration of the allotted time the agitator or scrapers loosened this crust. This scorched gum naturally became mixed with the batch and caused toughness and discolored gums.

The cooking time was from one to one and a half hours.

The new type starches are modified, and their scorching property is controlled. These modified starches can be cooked in 20 to 40 minutes. They come in thick and thin boiling form. They are graded according to their fluidity, or viscosity, and this information, if desired, will be furnished to the user by the starch manufacturer. The higher the fluidity number, the thinner the starch will cook.

For pastes and short textured starch jellies, a starch with a low fluidity number is preferred, while the high fluidity number starch is used for sanded and crystallized gums with a little more stringy texture.

For certain types of gums or jellies, the two types of starch are combined to obtain the texture desired.

The starch should be suspended in about 40 percent of the water used and the remaining 60 percent used with the sugar and corn syrup.

For Turkish style paste, all the starch should be added to the

SANDED GUMS—SPEARMINT LEAVES, ETC.

150 lbs. corn syrup
12 gal. water
1½ oz. tartaric acid

Bring to boil and add

22 lbs. 40 fluidity starch suspended in 10 gal. water.

Add starch water slowly enough to keep batch boiling at all times.

When batch is about finished cooking, add

15 lbs. granulated sugar

Cook to good string and add

1½ oz. spearmint oil thickened with powdered sugar

Color to suit requirements.

Cast into dry starch. Place in drying room (140-150 degrees) until leaves are hard enough to suit requirements for method of packing. Take out of drying room and sugar sand while leaves still contain some heat. Place in stock trays. Pack when goods are thoroughly dry.

REMARKS: Spearmint leaves and similar type goods should be dried out more than most sanded gums.

HARD GUM ARABIC DROPS

BATCH NO. 1

(Part 1)

50 lbs. gum arabic No. 1

6 gal. water

Dissolve slowly in steam kettle. Strain through fine sieve or cheese cloth. Add

(Part 2)

45 lbs. sugar

6 lbs. corn syrup

Water to dissolve

Cook to 255 degrees. Mix well and let remain in drying room (temperature 110-120 degrees) for at least two hours or until all of the foam has risen to the top of the batch. Remove foamy crust and re-casting. Cast into dry starch. Place in drying room until gums have reached the desired hardness (approximately 36 to 48 hours). Shake out of starch. Clean surface of gums thoroughly. While they still retain some heat, glaze with a mixture of two parts petroleum jelly and one part mineral oil. White edible candy glaze can be used instead of oil mixture if a harder surface is desired.

REMARKS: These are the old style druggist hard gum drops. They are usually packed in 5 cent or 10 cent boxes. For a glycerine pastille add 4 lbs. glycerine to the batch just before casting into starch. Various flavors and colors

can be used such as cherry, honey, licorice etc.

BATCH NO. 2

To use up gum arabic gum scrap the following method is suggested

(Part 1).

65 lbs. gum arabic No. 1
50 lbs. hard gum scrap
8 gal. water

Dissolve slowly in steam kettle. Strain through fine sieve or cheese cloth. Add

(Part 2)

Same as Part 2 of Batch No. 1

REMARKS: When using flowy gum arabic jelly gum scrap, use 25 lbs. each of flowy scrap and hard scrap. Use seven gallons water instead of eight gallons.

SANDED JELLY DROPS OR ORANGE SLICES

Place in steam mixing kettle

13½ gal. water
100 lbs. corn syrup

Bring to boil and add

24 lbs. 60 fluidity fast boiling starch suspended in 10 gal. water
Do not break boil. Add

90 lbs. sugar
10 lbs. invert sugar
5 oz. cream of tartar
2 lbs. 96 degree coconut butter.

Cook to light string. When boil has left batch, add

1½ oz. tartaric acid in 4 oz. water

Flavor to suit requirements.

Cast into warm starch (160 degrees). Place in drying room for 48 to 72 hours. Shake out of starch and sugar sand. Make in assorted flavors. For black use 1 lb. black color, 2 lbs. pure licorice syrup and 3 oz. anise oil.

REMARKS: This formula can be used for orange and gum drops with a short texture and tenderness. For a drop with a shorter breaking texture, place all of the sugar and corn syrup in the kettle. Bring to boiling point and add the starch mixture quickly allowing the boiling point to be broken.

SANDED ORANGE SLICE JELLIES No. 2

Place in steam mixing kettle

26 gal. water
23 lbs. 40 fluidity starch
8 oz. cream of tartar

Stir until starch is fully suspended in water. Add

100 lbs sugar
50 lbs. corn syrup

Cook to good string. Add

batch at one time. For sugar sanded and crystallized gums, the sugar, corn syrup, and water (60 percent are brought to a boil and the starch and water mixture added. Further instructions are included in the formulas and "Operative Knowledge Required in the Manufacture of Starch Jellies" section of this article.

Use of Acid or Cream of Tartar

The acid or cream of tartar is used to clear and thin the batch, but care must be taken as to the amount used. Too much acid has the same effect as overcooking the batches; i.e., destroys the body of the starch.

Cooking Procedure

Gum work should be cooked as quickly as possible. Sugar sanded gums should be cooked until they form a good string when tested with a palatte knife. Crystallized gums should be cooked to a higher temperature than the ones used for sugar sanding. The usual test is to cook them past the string point or until they form sheets of jelly that wrinkle at the edges. For fast cooking, kettles should be equipped with stirring paddles and scrapers.

Flavors Require Care

Add enough powdered sugar or dextrose to flavor to make a paste. Mix this paste into one pail of gum and pour back into the batch. Less flavor is required when the above method is used. The heat of the batch will evaporate some of the liquid flavors, if they are poured on top of the gum batch.

Drying of Gums

Any drying room should be equipped to dispose quickly of the moisture that is drawn from the gum work and saturates the air. Unless this air is freed of its moisture, it can not draw moisture from the gums.

Sugar sanded or crystallized gum drops should be dried until the excess moisture has left the drops. This can be determined by breaking a drop into halves and gently pressing a surface of the drop against the back of the hand. When the excess moisture has left the gums, the drop will not stick to the hand. When drops are dry, take them from the drying room and sugar sand at once on a sugar sanding machine.

Sugar Sanding Gums

Gum work should be *sugar sanded immediately* after being removed from the drying rooms and before a tough crust forms that will not allow the "sand" to adhere tightly to the drops.

If a sugar sanding machine is not available, place about 100 lbs. of gums in a revolving pan. Moisten with a weak sugar solution (about 8 lbs. of sugar to 1 gal. water). When all of the drops are uniformly damp, throw in enough sanding sugar to cover the drops. When drops are completely covered with sugar, sieve out of pan and place in stock trays. Let set for a few days until drops are thoroughly dry before packing or crystallizing.

Use of Dextrose—Corn Sugar

The use of dextrose hydrate in starch gums and jellies is a standard practice.

It is claimed that its use in starch jellies improves the texture of the jellies by imparting tenderness to them, reduces sweating,

lessens the cooking time by being more fluid than solutions that do not contain dextrose.

Satisfactory results are obtained by replacing a part of the sugar (up to 50 per cent) with dextrose.

A sugar and corn syrup solution containing dextrose is more fluid than a solution that does not contain dextrose.

When dextrose is used to replace a part of the sugar (sucrose) content of a starch jelly, the batch will cook with a thin body. If the batch is cooked to the regular "string" test, it will contain less moisture than a batch that contains no dextrose. By reducing the moisture content in the cooking kettles, the drying time after the jellies are cast into starch, will be reduced. Care should be taken, however, that the jellies are not overcooked to the extent that the body of the starch is destroyed.

Use of Vegetable Butters

Adding plastic butters to gum work or starch jellies is a common practice with some firms. Its use reduces foaming, and reduced foaming permits faster cooking. When vegetable butter is used to reduce foaming, a small amount is sufficient. Approximately four oz. per 100 lbs. of jelly. Adding 2 to 4 lbs. of plastic butter to each 100 lbs. of jelly imparts smoothness to the jellies. The formulas provided do not all call for the use of plastic butters, but they may be added to the batch if desired.

Operative Knowledge for Making Starch Jellies

The method of manufacture of tender, sanded starch jellies exemplified below can also be applied to crystallized jellies. A combination of correct amounts and kinds of material to use and the correct mixing, cooking and drying methods all have a decided effect on the finished product. A change in any material or mixing and cooking method will alter the texture of the jellies.

Sanded Jellies or Orange Slices

100 lbs. corn syrup
90 lbs. sugar
10 lbs. invert sugar
24 lbs. 60 fluidity starch
2 lbs. 96° coconut butter
23½ gal. water
5 oz. cream of tartar
1½ oz. tartaric acid

Procedure:

Place in steam mixing kettle 13½ gal. water and the corn syrup and bring the batch to the boiling point. Suspend the starch in 10 gal. water and add it to the batch *slowly*, so that the boil of the batch is not broken. Add the sugar, invert sugar, cream of tartar, and coconut butter. Cook to a light string. When boil has left the batch, add the tartaric acid suspended in 4 oz. water. Flavor to suit requirements. Cast into warm starch (165 degrees). Place in drying room for 48 to 72 hours. Shake out of starch and sugar sand at once. Let remain in stock trays until thoroughly dry before packing.

Operation 1—Ingredients and Cooking Actions

Sugar content and the method of adding it to the batch have a decided effect on the texture and keeping quality of the finished product. This is particularly true of high moisture content jellies,

50 lbs. corn syrup
10 lbs. invert sugar
12 oz. dry citric acid
3 oz. orange oil mixed with the powdered citric acid.
Color to suit requirements.

Cast into dry starch. Let set outside drying room overnight. Next morning place in drying room (temperature 140-150 degrees). Let remain in drying room 2 days. Shake out and sugar sand at once. Let set overnight before packing.

REMARKS: These slices have a texture similar to preceding formula. Which formula to use is a matter of choice. Both formulas produce a very fine slice.

LICORICE GUM DROPS— GLAZED

FOR PENNY AND FIVE CENT GOODS

200 lbs. corn syrup
35 lbs. sugar
15 gal. water
Bring to boil, add
25 lbs. 40 fluidity fast boiling starch suspended in
10 gal. water
Cook to light jelly string, add
10 to 14 lbs. pure licorice syrup
Cook until gum falls off of palate knife in sheets. Add
7 oz. anise oil
Black color to suit requirements.

Cast into dry starch. Place in drying room (temperature 140-150 degrees) until excess moisture has left the drops. Shake out of starch and glaze with a mixture two parts white petroleum jelly and one part mineral oil or glaze with edible candy glaze.

REMARKS: These gums are a very popular type of licorice drop. They are sold as penny or five-cent items. The drops sink in at the bottoms due to the small percentage of starch they contain.

CRYSTALLIZED SPICE STRING AND DROPS

Place in steam mixing kettle
120 lbs. corn syrup
14 gal. water
Bring to boil and add
2/3 oz. cream of tartar
23 lbs. 60 fluidity fast boiling starch suspended in
9 gal. water
Do not break boil. Add
80 lbs. fine sugar
Cook to good string.
Color and flavor to suit requirements. See formula above for as-

sortment. Cast into warm starch (165 degrees). Place in drying until *all* excess moisture has left the drops (about 48 to 72 hours). Shake out of starch and sugar sand *at once*, before a tough skin has had time to form on the surface of the drops. Let sanded drops remain in stock trays for two days. Crystallize in dry crystal cooked to 35½ degrees on Baumé gauge.

REMARKS: This formula produces a drop with a fine eating quality and texture. Batch must not be under cooked or taken out of drying room before excess moisture has been extracted. Unless all excess moisture is extracted, the crystal will chip off in spots a few days after they are crystallized.

CAST ORANGE PASTE STICKS

70 lbs. sugar
70 lbs. corn syrup
7 gal. water
Bring to boil and add
15½ lbs. 60 fluidity fast boiling starch suspended in
7 gal. water
Add starch water slowly enough to keep batch boiling at all times.
Add

8 oz. cream tartar
2 lbs. plastic coconut butter
Cook to heavy string. Add
6 oz. orange oil
Color to suit requirements.

NOTE: 8 oz. powdered citric acid can be added to the batch *after* boil leaves batch. Cast into hot starch (temperature 140 degrees). Let set for two days. Shake out and roll in a *dry* mixture of powdered sugar and starch. Let remain in stock trays for a few hours. Pack in boxes for penny goods or 5-lb. bulk item.

REMARKS: This is a very fine Turkish paste type of jelly with a short tender texture and a fine eating quality. Pack in partition boxes. Cast jelly into long flat bottom mould so that the height and width of the jellies are about the same. The length is approximately 4 to 5 inches. Do not place in drying room.

PURE SUGAR TURKISH PASTE

There are so many formulae for starch pastes but to the writer, the *pure sugar paste* made as a specialty by several firms is the only one that can be classed as a true Turkish style paste.

The following formulae are orig-

(Please turn to page 63)

such as sanded orange slices. Sugar imparts sweetness and tenderness to the jellies and has some moisture retaining properties.

The sugar content of *tender* sanded jellies should be at least 40 to 50 per cent of the total amounts of sugar and corn syrup contained in the batch. The exact amount to use is determined by the tenderness and sweetness desired, by the amounts and type of acid used, and by the method of adding the sugar and acids to the batch. Using the above percentage of sugar insures a product with tenderness and one not prone to sweating.

Sanded jellies can contain as little as 20 per cent sugar, but more moisture must be extracted from the drops by longer cooking and drying periods than is customary in this type jelly. Otherwise, sweating will occur *after* the goods are packed or when they are exposed to humid atmospheric conditions.

Some of the product's tenderness will be lost, when the jellies are subjected to higher cooking temperatures and longer drying periods. The slight saving obtained by substituting a part of the sugar with corn syrup is somewhat offset by the loss of poundage caused by loss of moisture within the corn syrup and increased temperatures required in cooking and drying.

Using too large a percentage of sugar can cause cast jellies to become grainy as they age. The possibility of graining can be eliminated by the use of the correct amounts of "doctoring" agents. Sugar is also used as a coating on sanded and crystallized jellies.

Corn Syrup adds body to the batch and also acts as a grain retarder. Using too large a percentage of it will produce a tough jelly. As the corn syrup content of the batch increases, an increase in starch content, cooking time, and drying time also becomes necessary. The old time A. B. gum drops contained very little sugar. In fact, the sugar used in their manufacture was used solely for sanding purposes. They were made entirely of corn syrup and starch and were necessarily tough in texture due to the required amounts of starch used and the extreme cooking and drying temperatures they received.

Using the combined sugar and corn syrup as a 100 per cent basis, to insure against graining, starch jellies should contain at least 50 per cent corn syrup or its equivalent in invert sugar. Fifty to 60 per cent corn syrup is the usual amount found in tender sanded jellies. Crystallized jellies should contain approximately the same percentage of corn syrup used in tender sanded jellies, but should be cooked to a higher temperature and dried for a longer period of time. *Starch* is used as the jelling agent. The amount and type to use depend on the texture desired in the finished product. To obtain full benefit of starch's jelling power and to guard against sweating, enough water should be used to fully saturate the starch. The cooking process expands the fully saturated starch and causes it to jell. It is for the above reasons that approximately one gallon of water is used for every pound of starch.

The above formula calls for the use of a 60 fluidity starch that will produce a jelly with a short, tender texture. The same fluidity starch can be used in crystallized jellies, where a somewhat stringy texture is desired. Its use will allow the jellies to be cooked and dried for a long enough period to prevent sweating under the crystal coating and to still retain its tender texture. Using a lower fluidity starch will produce sanded, or crystallized jellies with a firmer body.

Replacing a portion of the sugar content of the batch with *invert sugar* makes it possible to obtain maximum sweetness and

(Please turn to page 63)

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Candy PACKAGING

SUPPLIES • SALES AIDS • MERCHANDISING

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THE YEAR 'ROUND

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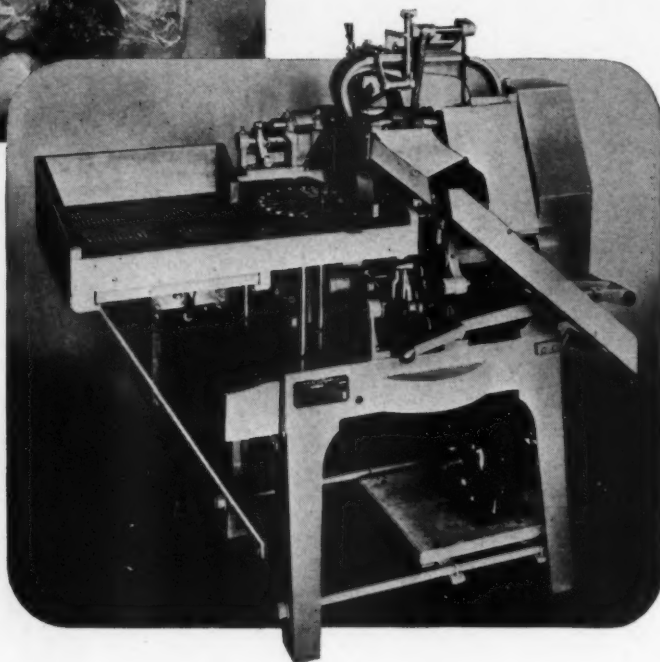
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MODEL 22-B
for wrapping hard-boiled
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With sugar controls removed, manufacturers will be able to make hard candy in unlimited quantity. So attractive, low-cost wrapping is going to be a "must" for competitive reasons.

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Candy makers find our Model 22-B machine ideal for turning out this sales-building wrapping quickly and economically.

The 22-B wraps hard-boiled or soft-center pieces at from 120 to 150 per minute. Handles

a variety of sizes and shapes — cylindrical pieces, short sticks, square toffees, small pops, etc.

Heat-sealing cellophane, waxed paper, glassine, or reinforced foil may be used. And the machine fashions an exceptionally tight fan-tail twist on which printed matter may appear, if desired. A printed under-strip with a transparent wrapping may also be included.

Slight differences in the size or shape of the product are compensated for by the machine. Adjustments for more pronounced variations can be made in less than 10 minutes.

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Over a Quarter Billion Packages per day are wrapped on our Machines



Candy Packages Are Good "Salesmen"

AS A MAJOR part of their selling effort in the returning buyers' market, manufacturers are planning greater reliance on the use of packaging as a "silent salesman" to win and hold customers by adding greater convenience, attractiveness, and usability to their merchandise, a survey of more than 1,000 companies participating in the 17th annual Packaging Exposition and Conference in Cleveland by the American Management Ass'n indicates. New plans, the AMA survey found, often include complete reevaluation of packaging programs in terms of new consumer preferences brought into being by economic and psychological impact of war. Many companies reported complete redesigning and restyling of their packages to meet new consumer demands and to ease physical handling in distribution channels.

Examples of how America's manufacturing confectioners are participating in this packaging trend are

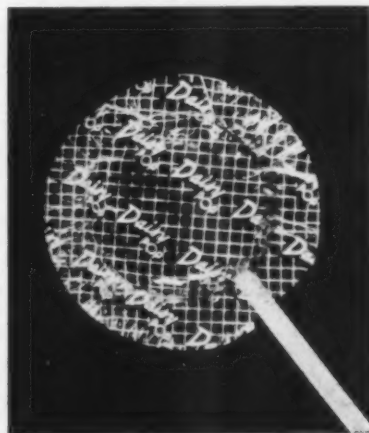
evident in the candy packages illustrating this article.

Simultaneous announcement of the addition of two new candy bars to the Chase line and the redesign of packaging for two long-time favorites was recently made by W. A. Yantis, president of Chase Candy Co., St. Louis. Two bars given the "new look" are the Chase "Hippo Bar" and Chase "Brunch Bar." The two new bars are Chase "Whipped Creams" and Chase "Mint Bar." New wrappers and boxes bear a definite "family" resemblance. The Chase name is given new prominence on wrappers and boxes.

Packaging Specialist Robert Sidney Dickens, who created the design for the Chase bars, keyed decorative aspects of the packaging to the candy names. For the mint bar, small figures on opaque glassine convey the idea of cool freshness in colors in leaf green and chrome green. For "Whipped Creams," the figures suggest a Southern atmosphere and gallantry; light blue is com-



FOUR examples of post-war "silent salesmen", shown on this page, are described fully in the article. These packaging designs show the trend of candy manufacturers in appeal to the public through use of new developments in the designing of confectionery packaging. Physical handling, as well as consumer demands, has been taken into consideration by the package designers.





bined with medium magenta. The "Hippo" peanut bar suggests the circus theme and is done in cobalt blue with warm yellow ochre. Figure decorations for the "Brunch" wrapper carry out a cosmopolitan idea in appetizing chocolate brown and soft orange.

The Chase boxes shown were redesigned to look like giant-size versions of the candy bars they contain, which lends to attractive display. The boxes are eye-appealing enough, Mr. Yantis says, to encourage the gift idea for full boxes of bar candy.

Packaging of the four bars for family resemblance will also enable the candies to sell one another, adds Mr. Yantis, and the increased emphasis given in the new design to the Chase name will identify the four bars with the firm's advertising for all other lines of Chase products.

The heart shaped package is a recent introduction of I. M. Margolies, production head of Bard & Margolies. Containing two pounds of miniature chocolates, the metal box is made of gold colored filagree and has a hinged cover. Stressing retention value, it is intended for use, after the contents have been eaten, as a receptacle for handkerchiefs, jewelry, or other trinkets. Mr. Margolies, who worked for many months with the manufacturer in overcoming production obstacles, says there is no other package like it on the market and that advance sales indicate high popularity.

To promote brand identification and eye appeal, "sister" packages of colorfully printed cellophane were developed for the Peanut Specialty Co. by a Chicago packaging firm. The packages shown are for chocolate covered peanuts and peanut butter kisses. Both packages are printed in four colors: red, black, yellow, and white. Each allows ample window space between elements of the design so that the product can be easily

NOVEL DESIGNING in shipping cartons is being used by the L. R. Stone Co., Inc., to appeal to freightmen for careful handling in transit and storing of the newly marketed "Cugats Nugats".

HONORABLE MENTION WAS given to the "Lucy Ellen Chocolate Almond Bar" (top, left) for its three-color foil wrapper. Division first-place went to the set-up box (below, left) of "Sno-Caps Nonpareils" in its transparent, overall sheeting wrap.

seen. Fabricated from 450 M.S.T. cellophane, both bags are crimp sealed. The large package is a duplex bag for better product preservation and contains 11 ounces. The smaller package contains one ounce.

The "Daisy Pop" wrapper recently won honorable mention in the Novelties and Miscellaneous division of a variety store magazine "five and ten packaging contest." The white-printed wrapper is of transparent plastic instead of the conventional wax paper. The edging is flared out to give display value to the lollipop. The "Daisy Pop" is manufactured by Banner Products Co.

Winner of the award in this division is the package for "Sno-Caps Nonpareils" manufactured by Blumenthal Bros. This is a set-up box with an overall wrap of transparent sheeting. The box covering is printed in blue and brown on white and features a photographic reproduction of the actual nonpareil candy contents. The pound box of candy retails for 69 cents. Martin Ullman designed the package.

"Lucy Ellen Chocolate Almond Bar" also won honorable mention in this division. The square shaped bars, manufactured by Community Industries Ass'n, have a foil wrapper printed in brown, gold, and white. Individual bars sell for five cents. The dozen-bar "take home" carton sells for 59 cents.

The new "Cugats Nugats" shipping carton was especially designed to appeal to the driver, shipper, and freight handler for "gentle handling of the carton." In planning the carton, President Lew Stone, of the L. R. Stone Co., Inc., which manufactures "Cugats Nugats," conferred with Xavier Cugat—the maestro for whom the candy is named—and Mr. Cugat's message was worded to convey a personal touch from him to the handler.

Completely redesigned, the "Old Nick" and "Bit-O-Honey" display boxes of Schutter Candy Division of Universal Match Corp. are one-third narrower and permit larger displays of more candy on retail counters. Their more compact shape also saves space in whole-





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400 W. Madison St.

Chicago, Ill.



NEWLY-DESIGNED DISPLAY boxes for Schutter's "Old Nick" and "Bit-O-Honey" candy bars are now appearing throughout the U. S. The new cartons are one-third narrower than the old boxes.

salers' storage rooms. In addition, the new boxes are stronger, fit snugly into their shipping containers, and are reported to assure perfect product protection in transit. The new boxes feature the same colors that have become familiar across the nation in the last 25 years. Introduced in some territories last Fall, they will soon replace the old boxes throughout the U. S.

Development of a self-service package for decorated eggs by the Heidelberg Confectionery Company was voted a significant contribution to candy merchandising in the recent National Folding Box Assn. contest in Chicago. It was the only box to win two awards; as "excellent examples" of "Ingenuity of Package Construction" and "Merchandising Appeal".

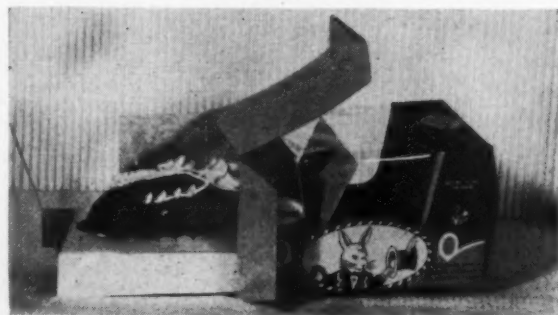
The egg, displayed under cellophane, is held rigidly in position by a die cut platform, the only interior packing used. The outstanding selling point of the package is that it lends itself to self-service, eliminating the necessity of opening the box to show the egg.

Varying from the traditional Easter color scheme of purple and yellow, the box is magenta and silver. The magenta is especially distinctive in mass display of the boxes.

Mark Heidelberg, general manager for the confectionery company, commended the newly-designed carton in his plant's handling. "The new package adapts itself very well in our packing methods and, actually, the package assembles with less labor than our former package filled with shredded wax paper."

The Easter Egg box was designed especially for the Heidelberg company by George Sparks, packaging engineer for a Philadelphia packaging firm.

ONLY BOX TO WIN two awards at box convention was the specially-designed magenta and silver Easter Egg box of Heidelberg's, which completely shows the egg without opening the carton.



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Would you like to know how much YOU can save by using the SHUMANN Automatic Bag Machine? Just tell us your present consumption of heat sealed bags and we will give you a quick estimate. No obligation, of course.

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"Everything in Packaging"

CANDY PACKAGING CLINIC

AS AN EXCLUSIVE SERVICE to the confectionery industry, the Candy Packaging Clinic of THE MANUFACTURING CONFECTIONER each quarter studies and analyzes packages and wrappers of candy manufacturers. The findings by the Clinic's impartial board, as reported below, are made without charge. Firm's are invited to send in packages.

CODE PK5A48

Assorted Chocolates

Description of Package: Pastel pink, three-layer basket, chipboard, partial telescope. Padded top of simulated vellum with pink ribbon bow and flower. About two pounds, \$3.95, purchased in a Chicago manufacturing retailer shop.

Size and Shape: Rectangular basket: $8\frac{1}{2} \times 5 \times 3\frac{1}{2}$ "

Materials: Chipboard covered with simulated vellum paper. Ribbon and cloth flower.

Design: Package resembles a basket and has two crossing handles of striped red and white paper. Ribbon bow and cloth flower dominate top panel. Name of firm in raised gold lettering at lower left of top panel.

Colors: Pastel pink, red, white, gold. Also a touch of green and silver.

Typography: None.

Originality: Very good.

Class of Trade: Candy shop, department store.

Appearance of Box on Opening: Good.

Box Findings: Brown wax paper cups. Board and glassine liners between each layer. Cotton on glassine wadding.

Sales Appeal: Very good.

Display Value: Very good.

Remarks: A highly attractive package especially for the gift trade. This is one of the most attractive packages studied in this clinic. Cotton on glassine wadding is too large and folding over lessens attractiveness of package somewhat on opening, however.

CODE PK5B48

Chocolate Butter Creams

Description of Package: Rigid acetate, transparent, oval of three layers. About one pound, \$1.50, purchased in a Chicago chain drug store.

Size and Shape: Oval: $5\frac{1}{2} \times 4\frac{1}{2} \times 2\frac{1}{2}$ "

Materials: Transparent rigid acetate with board bottom. Top fastened to package with cellophane tape.

Design: Firm logotype and style of candy on top panel in white. White lace doily shows through sides.

Colors: White.

Typography: Very little, but this is good.

Originality: Good.

Class of Trade: Drug store, department store.

Appearance of Box on Opening: Good.

Entire top layer is foil wrapped in variegated foil.

Box Findings: Good. Brown wax paper cups, paper dividers between layers, top layer in pieces individually wrapped in foil. White lace doily wrapped around sides keeps candy from touching plastic.

Sales Appeal: Good.

Display Value: Good.

Remarks: A very attractive package which cleverly combines show-through color appeal of foil wrapped pieces and white lace doily. Although net weight is given as six ounces, package actually contains one pound. Suggest this be checked.

CODE PK5C48

Assorted Chocolates

Description of Package: Grey and white, full telescope, two-layer, chipboard. Cellophane wrapped. Purchased in a Chicago chain drug store, one pound, \$1.10.

Size and Shape: Rectangular: $6\frac{7}{8} \times 4\frac{1}{4} \times 1\frac{3}{4}$ "

Materials: Chipboard covered with calendered paper. Cellophane wrapper.

Design: Firm name in brown oval bordered with gold filagree at center top of main panel. Printed ribbon of red and grey extends from bottom of sides across center of main panel. Name of candy at bottom center in gold and brown. Firm's address and contents at sides of main panel in brown. Ingredients start in center and continue to side.

Colors: Brown, gold, red, on grey and white.

Typography: Good.

Originality: Good.

Class of Trade: Drug and department store.

Appearance of Box on Opening: Good.

Box Findings: Good. Brown wax paper cups. One piece on each layer foil wrapped. Two pieces on top layer cellophane wrapped. Board layer divider. Board reinforcement on each

layer to keep candy from slipping in box.

Sales Appeal: Good.

Display Value: Good.

Remarks: A pleasant package which shows considerable care in protection of contents during shipping.

CODE PK5H48

Chocolate Covered Cherries

Description of Package: Two-layer, full telescope, folding box with red top. One pound, 89 cents, purchased in a Chicago chain drug store.

Size and Shape: Rectangular: $4\frac{1}{4} \times 6\frac{5}{8} \times 2\frac{1}{4}$ "

Materials: Chipboard. Cellophane wrapped.

Design: Clusters of cherries in two parallel lines on right side of main panel continue to ends of sides. Name of candy and firm in white reverse on red occupy opposite side of main panel. Ingredients are listed across short end of main panel and continue down right side of package.

Colors: White and green on red.

Typography: Very little, but this is good.

Originality: Good.

Class of Trade: Candy and drug store.

Appearance of Box on Opening: Good.

Box Findings: Brown wax paper cups, egg crate dividers, board layer divider, glassine liners.

Sales Appeal: Good.

Display Value: Good.

Remarks: An attractive package offering considerable protection for contents.

CODE PK5F48

Chocolate Creams

Description of Package: Soft brown, two layer, full telescope. Cellophane wrapped. One pound, \$1.25, purchased in a Chicago railroad station drug store.

Size and Shape: Rectangular: $8\frac{1}{2} \times 5 \times 1\frac{3}{4}$ "

Materials: Brown paper covered chipboard. Cellophane. Bottom half of package is covered with white calendered paper.

Design: Black, red, and gold pastoral scene on left side of main panel is



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A new industrial economy is developing in our commonwealth based on the substantial foundations of the basic materials available and the happy and contented people constituting the human resources.

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Sincerely yours,

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**METROPOLITAN
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Pier 8, North River New York 6, N. Y.

surmounted by name of firm in gold. Name of candy is in gold and black centered at right. Contents at lower left. Ingredients start at lower right.

Colors: Black, red, gold on light brown.
Typography: Excellent.

Originality: Good.

Class of Trade: Department, drug and candy store.

Appearance of Box on Opening: Good.

Box Findings: Brown wax paper cups. Wrap around embossed paper liner serves as lift-out device for top layer, which is separated from bottom layer by glassine liner. Bottom layer held in place by arc dividers. Paper on glassine wadding. Booklet printed in red-brown offers guarantee and tells of firm's other lines.

Sales Appeal: Good.

Display Value: Good.

Remarks: A pleasant package with a simple, attractive motif. The gold and black printing afford an appealing contrast to the light brown of the package.

CODE PK5D48

Assorted Summer Candies

Description of Package: Pastel blue, full telescope, one-layer. Each part of box cellophane wrapped. Cellophane tape sealed. One pound. Sent in for analysis as PK5148.

Size and Shape Rectangular: $9\frac{1}{4} \times 6\frac{1}{4} \times 1"$.

Materials: Chipboard covered with blue calendered paper. Cellophane.

Design: Firm name is in large lettering across main panel. Four color summer scenes are inclosed by outline of letters. Name of candy runs below firm name in black. Ingredients and contents at bottom corners and sides.

Colors: Four color on blue.

Typography: Good.

Originality: Excellent.

Class of Trade: Candy shop, department store, drug store.

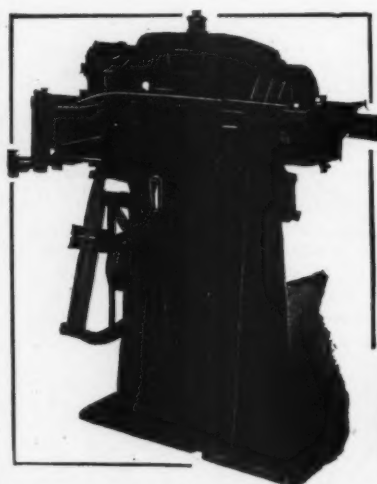
Appearance of Box on Opening: Very attractive. Bottom half of package is completely wrapped in cellophane. Pieces show through this in appetizing display. Use of red and white wax paper cups adds to appeal.

Box Findings: Red and white wax paper cups. Brown board diagonal divider.

Sales Appeal: Very good.

Display Value: Very good.

Remarks: This is a refreshingly new and taste-appealing package. The main panel design is cleverly designed to indicate a feeling of refreshing coolness. The figures on the main panel are reminiscent of those on cool summertime sport shirts and are skilfully combined with the lettering. This package was selected by



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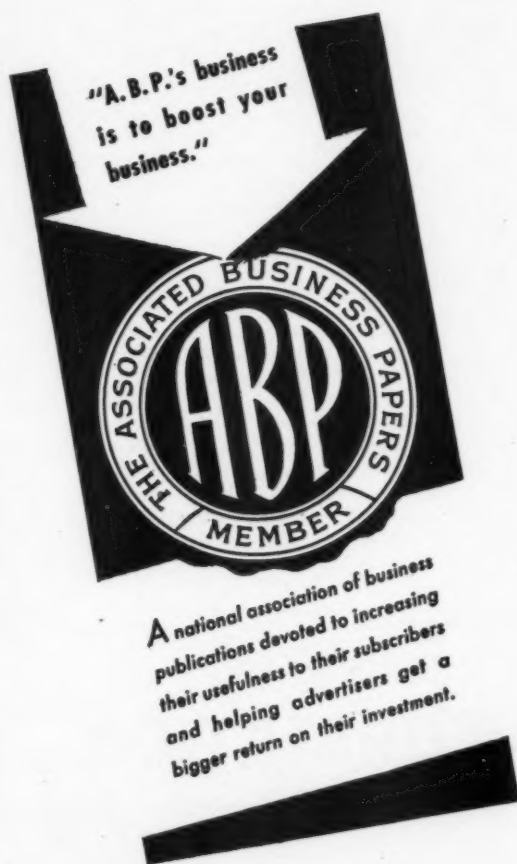
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the clinic to appear on the cover of this month's issue of THE MANUFACTURING CONFECTIONER.

CODE PK5J48

Assorted Chocolates

Description of Package: Flat, full telescope, one-layer, chipboard. Sent in for analysis as PK5448. Net weight 14 ounces.

Size and Shape: Rectangular: 12 $\frac{1}{4}$ x 4 $\frac{1}{8}$ x $\frac{7}{8}$ ".

Materials: Top half of box is chipboard covered with gold foil backed paper. Bottom half is chipboard covered with pink calendered paper.

Design: Dominant element is pink circle in center of main panel which carries name of candy and of firm. Gold filagree is embossed on both sides of this circle to cover entire main panel. Sides are gold foil. On front side appear ingredients, contents printed in pink.

Colors: Pink on gold.

Typography: Very little, but this is good.

Originality: Very good.

Class of Trade: Candy and department store.

Appearance of Box on Opening: Very good.

Box Findings: White wax paper cups imprinted with firm name and slogan. Two pieces gold foil wrapped. Two pieces have small labels on top.

Embossed cotton on glassine wadding.

Sales Appeal: Very good.

Display Value: Very good.

Remarks: An especially rich and attractive package. The combination of gold filagree on pink is pleasant and decidedly eye-catching.

CODE PK5K48

Sugared Jelly Drops

Description of Package: Double cellophane bag, 15 ounces, 39 cents, purchased in a Chicago chain drug store.

Size and Shape: Oblong: 7 x 3 x 2" approximately.

Materials: Cellophane bags and stapled paper closure.

Design: Green panel on front of bag carries name of candy, firm insignia, and picture of a girl. Green paper closure contains name of candy, contents, and ingredients. Blank circle is left for inserting price.

Colors: Green and white.

Typography: Fair.

Originality: Good.

Class of Trade: Drug, department, and candy store.

Appearance of Box on Opening: Good.

Box Findings: None.

Sales Appeal: Good.

Display Value: Good.

Remarks: A well fabricated cellophane package that appears to keep candies tastingly fresh.

At Your Finger Tips

TECHNICAL INFORMATION

For Every Candy Library

A good candy library will effectively answer ever-occurring technical questions with instant, complete satisfaction. Let the experts work for you. Turn their knowledge into greater profits for your firm. The books listed here are carefully selected to help make your candy library an authoritative, finger-tip source of profit-making, time-saving technical information. For your convenience, you may order any book by number—just mention the issue in which this list appears.

- 1—**Chemical Formulary, Volume VII**
Edited by H. Bennett, F.A.I.C.\$7.00
- 2—**The Trade-Mark Act of 1946**
By Harry A. Toulmin, Jr.\$5.00
- 3—**Confectionery Analysis and Composition**
By Dr. Stroud Jordan and Dr. K. E. Langwill ..\$3.50
- 4—**Glycerine**
By Georgia Leffingwell, Ph.D. and Milton A. Lesser, B. S.\$5.00
- 5—**Rigby's Reliable Candy Teacher**
By W. O. Rigby\$3.00
- 6—**Soybean Chemistry and Technology**
By Klare S. Markley and Warren H. Goss\$3.50
- 7—**Spice Handbook, The**
By J. W. Parry\$6.50

- 8—**Introduction to Emulsions**
By George M. Suthaim\$4.75
- 9—**Chemical Composition of Foods, The**
By R. A. McCance and E. M. Widdowson\$3.75
- 10—**Food Products**
By Saul Blumenthal\$12.00
- 11—**Chemical and Technical Dictionary**
Edited by H. Bennett\$10.00
- 12—**Air Conditioning**
By Herbert and Harold Herkimer\$12.00
- 13—**Food Regulation and Compliance**
By Arthur D. Herrick\$10.00
- 14—**Practical Emulsions**
By H. Bennett\$8.50

THE MANUFACTURING CONFECTIONER

400 West Madison St.
Chicago 6, Illinois

What's New IN CANDY EQUIPMENT

The products described help keep you up-to-date on new candy equipment of all types. The items below are coded for your convenience. For any further information, write to The Manufacturing Confectioner, 400 W. Madison Street, Chicago 6, Ill. Use the coupon.

High-Speed Candy Wrapper

Latest addition to a well-known machinery line is this two-way interchangeable machine which can handle candy pieces of various shapes and sizes, either fold or twist wrapping them. Neatly wrapped candy is turned out at the rate of 650 pieces per minute for twist wrapping, 500 pieces per minute for fold wrapping. Simple change-over parts are all that is required for this time-saving innovation in candy wrapping. Twist wrap is undone by simply pulling on the fantail ends, and fold wraps are with the seam and ends on the underside of the piece. Circle Code P5F48.

Candy Bar Wrapper

Fragile, regular or irregular shaped candy bars may be wrapped up to 120 units per minute with the 1948 model of this bar wrapping machine. Savings as high as 75 per cent in wrapping labor and 35 per cent in

wrapping material are claimed by the manufacturer to result from the use of this new model. A more compact, practical unit has been made through the inclusion of an automatic card former and feeder as an integral part of the new machine. Circle Code P5G48.

Packing Scales

A new model packing scale brings heavy duty mechanical accuracy previously found only in small scales for packages ranging in weight to 60 pounds. In addition to heavy duty jobs this same scale is claimed to give maximum accuracy to packages as small as one-fourth ounce. A complete catalog is offered by the makers which shows how these scales help to increase production through their precision weighing. Circle Code P5H48.

Decalcomanias for Packaging

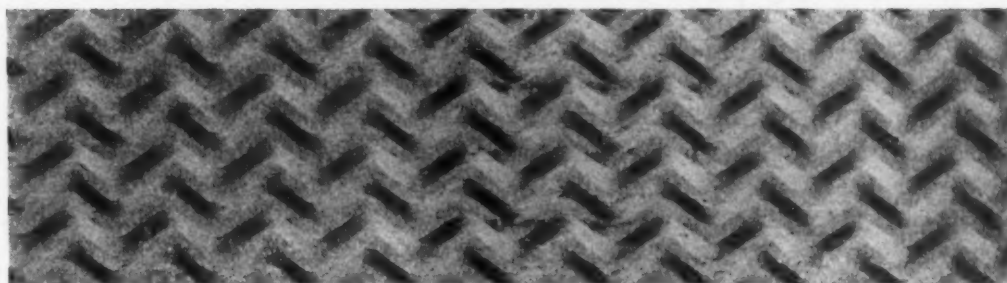
Twenty-three different uses of decals are shown in an illustrated booklet by the makers of a huge variety of transfers for product identification, trademarks, and container decoration. Slide-offs, transparencies, write-in decals and various other types will be specially designed without obligation by the company's artists upon request. Circle Code P5A48.

Photoelectric Counting System

A new count detection system employing 10 separate photoelectric detectors operating in parallel has been recently perfected. Any desired counting rate can be supplied and the detectors will respond to changes in light level as small as 20 per cent; thus complete interruption by the objects being counted is not required. In addition to the counting of objects, the same system

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can be applied to totalizing and predetermining machine operations through the use of other systems of detection. Circle Code P5B48.

Candy Wrapping Machines

Variety of wraps and wrappers to suit any type of candy wrapping needs is claimed by an established machine company for their line of wrapping machines. Company states that its machine wrapping of plastics, hard candies, and chocolates protect candy well from handling, exposure and weather; as well as show definite increases in sales. Circle Code P5C48.

Metal Candy Boxes

Importers of English metal containers and boxes say that they can supply early delivery for all year-round sale of many types suitable for all kinds of chocolates and hard candies. Samples are shipped on request for inspection. Circle Code P5D48.

Small Fountain Marker

A new, handy small fountain marker neat enough to be carried in a shirt or vest pocket has been recently placed on the market by a stencil machine firm. Positive ink control which completely shuts off the flow of ink when desired is a feature of the marker. It makes either a fine or broad line and can write on wood, paper, crates, boxes, metal, stone, rock, glass, or on any rough or irregular surface. Circle Code P5E48.

Bag Machine

A fully automatic machine makes bags with crimped, sealed bottoms, said to be absolutely moisture-proof and sift-proof. Either single or duplex bags, flat or gusset type, are made in any size from 1½" by 1½" to 12" by 16". Manufacturer states printing is registered perfectly on the absolutely sealed bags, and demonstrations will be arranged upon request. Circle Code P5O48.

Lithographed Metal Containers

Beauty and individuality are both obtainable in lithographed metal containers available in any color or combination of colors. Standard sized and shaped containers are available in unlimited quantities, and the company will help the candy manufacturer design a special container if desired. The product's personality may be represented in the type of colors and scenes suggested by the can company's designers. Circle Code P5P48.

Circle Code Numbers and Mail Coupon for Literature on Any Item Discussed in This Section.

P5A48	P5B48	P5C48	P5D48
P5E48	P5F48	P5G48	P5H48
	P5O48	P5P48	

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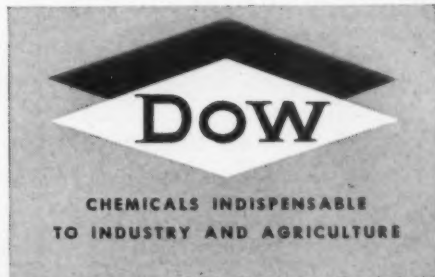
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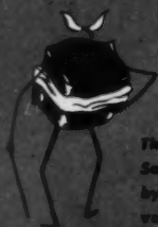
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Candy Clinic



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of *The MANUFACTURING CONFECTIONER*.

Easter Candies, Packages; Molded Goods

Chocolate Coated Cream Eggs

ANALYSIS: No weight given, two for 35 cents, purchased in a San Francisco candy store. Appearance and size of egg are good. Dark coating is good. Color, texture, and taste of vanilla cream, yellow cream center are good.

REMARKS: The best cream egg the Clinic has examined this year. Highly priced, however, at two for 35 cents. Eggs weigh about two ounces each. *Code 5I48.*

Crystallized Cream Rabbit

ANALYSIS: About one-half ounce, five cents, purchased in a San Francisco candy store. Crystallizing and appearance of rabbit are good. Color, texture, and taste of center are good.

REMARKS: A well made cream piece and good eating. *Code 5J48.*

Chocolate and Pink Crystallized Cream Eggs

ANALYSIS: About one ounce each, two for 15 cents, purchased in a San Francisco candy store. Colors and crystallizing are good. Colors and taste of centers are good; texture is dry and partly hard.

REMARKS: Suggest eggs be wrapped in wax paper to prevent breaking of the crystal, which caused the centers to become dry and hard. *Code 5K48.*

Chocolate Coated Nougats

ANALYSIS: One pound, no price stated, sent in for analysis as No. 4543. Appearance of box is good. Box is one-layer type printed in pink and black and has cellulose wrapper.

Appearance on opening is good. Contents include 40 pieces. Color, gloss, and strings of coating are good; taste is fair. Colors and texture of the pink and orange centers are good. Vanilla coconut paste center is good. Orange nougat center has good flavor. Could not identify flavor of pink nougat and white nougat centers. Texture of white nougat center is poor. Flavor and texture of lemon nougat center are poor.

REMARKS: Assortment is too small for a pound box. The consumer looks for a large variety in a one-

pound box. Suggest a molasses, honey, raspberry, fruit, and chocolate nougat be added. Suggest formula be checked and a number of the flavors improved. *Code 5L48.*

Fondant Chocolate Bars

ANALYSIS: Sent in for analysis from Sweden as No. 4544. Appearance and size of bars are good. Outside wrapper is paper band of orange printed in black and white, with imprint of cocoa beans in silver. Inside wrappers are of foil and

Candy Clinic Schedule For The Year

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—One-Pound Boxes Assorted Chocolates up to \$1.00.

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—All Bar Goods; 5c Numbers

OCTOBER—Salted Nuts; 10c-15c-25c Packages

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages

New Savage Stainless Steel Top CHOCOLATE DIPPING TABLE



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glassine paper. Color, gloss, molding, and taste of chocolate are good.

REMARKS: A very fine eating chocolate, well made and well finished. Bar would retail in U.S. at 10 cents. Code 5M48.

Milk Chocolate Bar

ANALYSIS: Sent in for analysis from Sweden as No. 4545. Appearance and size of bar are good. Outside wrapper is paper band printed in yellow, gold, brown, and blue; is neat and attractive. Inside wrappers of foil and glassine. Color, gloss, molding, and taste of chocolate are good.

REMARKS: One of the best milk chocolate bars the Clinic has examined in some time. Has a good chocolate and milk taste. Well made and well refined. Bar would retail for 10 cents in the U.S. Code 5N48.

Chocolate Panned Filberts (Noisettes)

ANALYSIS: Sent in from Sweden for analysis as No. 4546. Appearance and size of package are good. Folding box is printed in green, white, and gold, with imprint of squirrel in lower right. Cover has

cellulose band. Noisettes are in glassine bag. Light coating is good. Roast and taste of filberts are good. Panning and finish are good.

REMARKS: The best panned filberts the Clinic has examined in some time. Very good quality and workmanship. Would retail in the U.S. for 35-40 cents. Code 5O48.

Chocolate Filled Nonpareils

ANALYSIS: Sent in for analysis from Sweden as No. 4547. Appearance of package and size are good. Folding box is printed in tan, purple, and gold and has cellulose band. Nonpareils in glassine bag. Light chocolate is fair; texture is too soft; no gloss. Nonpareils had come off the chocolate.

REMARKS: Piece has a sour taste. Not a good looking or a good eating nonpareil wafer. Suggest this piece be checked up to overcome the rancid taste. Code 5P48.

Chocolate Marshmallow Eggs

ANALYSIS: Seven ounces, 69 cents, purchased in an Oak Park, Ill., drug store. Appearance of package is good. Box is one-layer type, with

imprint of rabbits in colors on white paper. Contents include 17 half eggs. Color of coating is good; taste is fair; no gloss or strings. Color and taste of center are good; texture is fair.

REMARKS: Box is too long. Suggest a shorter box and better grade of board. Highly priced at 69 cents for seven ounces. Code 5A48.

Chocolate Marshmallow Eggs

ANALYSIS: No weight stated, 33 cents, purchased in a candy shop at St. Louis. Appearance of package is good. Box is one-layer type, with pink imprint of rabbits on white and name in blue. Contains 11 half eggs. Coating color is good; gloss and taste are fair; no strings. Color and texture of centers are good; taste is fair.

REMARKS: Eggs had an odd taste. Suggest formula be checked. Code 5B48.

Jelly Bean Eggs

ANALYSIS: One pound, 49 cents, purchased in a Chicago drug store. Appearance of package is good. Container is cellulose bag printed in colors, with imprint of rabbits and chicks in colors. Color, panning, and

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finish of jelly eggs are good. Color and flavors of center are good; texture is tough.

REMARKS: The best jelly eggs the Clinic has examined this year. Well made and good eating. Code 5C48.

Chocolate Coated Coconut Egg

ANALYSIS: Two ounces, 10 cents, purchased in a Chicago drug store. Appearance and size of egg are good. Package is paper-backed foil printed in purple and white. Color and gloss of light coating are good. Color, texture, and taste of center are good.

REMARKS: The best coconut egg of this type that the Clinic has examined this year. Very good eating. Coconut is of best quality. Code 5D48.

Chocolate Marshmallow Eggs

ANALYSIS: No weight stated, 98 cents, purchased in a Chicago drug store. Appearance of package is good. Folding set-up box has pink imprint of eggs and rabbits in colors. Contains 30 half marshmallow eggs. Color and gloss of light coating are good; taste is fair; no strings. Color and texture of centers are good; taste is fair.

REMARKS: Highly priced at 98 cents for this type of candy. Code 5E48.

Crystallized Marshmallow Egg

ANALYSIS: Six pieces, 29 cents, purchased in a Boston department store. Appearance of package is good. Package is board tray print in blue; has overall wrapper of cellulose. Eggs are in white paper cups. Colors are good. Crystal is too heavy. Texture is tough. Could not identify flavors.

REMARKS: Not a good eating marshmallow egg. Crystal too thick. Center formula needs checking up, as centers are very tough. Code 5F48.

Children's Easter Box

ANALYSIS: Seven ounces, 69 cents, purchased in a Boston department store. Appearance of package is good. Box is one-layer type printed in purple, yellow, blue, and red, with imprint of ducks, sheep, and children in colors. Contents include six crystallized eggs, three crystallized bunnies, 10 jelly beans, one panned hard candy piece.

Colors and crystal of bunnies are good. Color and texture of center is good; taste is fair.

Colors and crystal of eggs are



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Madison

New Jersey

good. Color and texture of center are good; taste is fair.

Colors, gloss, and panning of jelly beans are good. Color and texture of center are good; taste is fair.

REMARKS: All pieces lacked a good flavor. Highly priced at 69 cents for seven ounces. Code 5G48.

Chocolate Coated Eggs

ANALYSIS: Twelve pieces, 79 cents, purchased in a San Francisco drug store. Appearance of package is good. Package is regular egg box printed in purple and yellow, with imprint of chicks and rabbits in colors. Appearance of box is good. Contents include 12 eggs wrapped in colored foils. Color and gloss of light coating are good; taste is fair. White cream, yellow center has good color, texture, and taste.

REMARKS: One of the best eggs of this kind that the Clinic has examined this year. Suggest carton be sealed with a cellulose tape, as it had opened and the cover was ruined. Code 5H48.

Raspberry Jellies—Sugared

ANALYSIS: Sent in for analysis from Sweden as No. 4548. Appearance

of package and size are good. White folding box printed in colors, with cluster of raspberries in colors and name in gold. Cellulose band. Jellies in glassine bag. Color of jellies is good. Texture is almost completely grained. Flavor is poor. Too much acid used.

REMARKS: Suggest formula be checked to prevent graining. A good true fruit raspberry flavor is suggested. About one-quarter as much acid would be sufficient. Code 5Q48.

Chocolate Paste Bar

ANALYSIS: Sent in for analysis from Sweden as No. 4549. Appearance of bar and size for a nickel seller are good. Wrapper is red foil printed in white. Color, texture, and taste of chocolate paste are good.

REMARKS: A well made chocolate paste bar. Code 5R48.

Chocolate Coated Nut Caramel Taffy

ANALYSIS: Sent in for analysis from Sweden as No. 4550. Appearance of piece and size for a two-cent seller are good. Wrapper is red paper band printed in blue and white. Inside wrapper of white parchment paper.

Light coating is fair. Color and taste of center are fair; texture is very hard.

REMARKS: Piece is cooked too high. Very hard and lacked a good flavor. Code 5S48.

Panned Hard Candy Drops

ANALYSIS: Sent in from Sweden for analysis as No. 4551. Appearance of package and size are good. Folding box printed in red, white, gold, and black. Color, finish, and panning of coating are good. Color and texture of center are good; flavor is fair.

REMARKS: Suggest a good peppermint flavor be used, as the flavor used in this piece is not one that would be popular in the U.S. Package would sell at five cents in the U.S. Code 5T48.

Panned Hard Candy—Almond Shaped

ANALYSIS: Sent in for analysis from Sweden as No. 4554. Sold in bulk. Shape, panning, and finish are good. Colors are too bright. Color and texture of center are good; flavors are poor. Too much acid used.

REMARKS: Suggest a better grade of flavors be used and about one-quarter as much acid. Code 5X48.

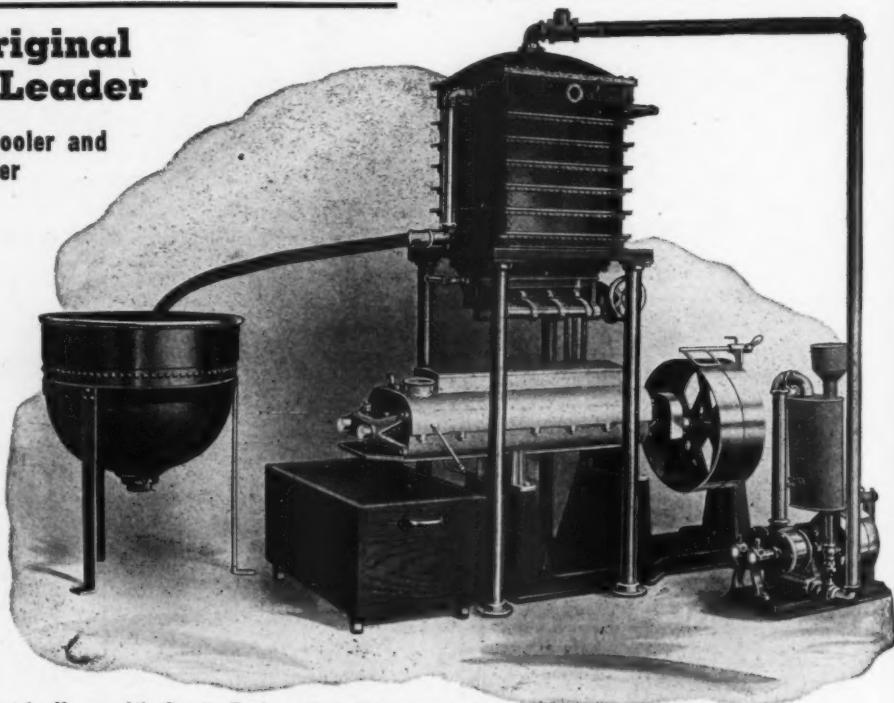
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Werner built the first Fondant Coolers and Cylinder Beaters. Experienced Confectioners know that when they invest in Fondant Equipment it is just good business to select a manufacturer with experience in design, workmanship and the know how. Fondant is Food and it must be made correctly. Werner equipment is famous for its dependability.

There is no substitute for Experience.

Equipment for Vacuum Lift, Gravity Feed, or Syrup Pump, any capacity.



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Rochester 13, N. Y.

CONFECTIONER'S *Briefs*

- **Nutrine Candy Company:** Net income in 1947 almost doubled that of the previous year, figures released indicate. Income after taxes and charges totaled \$1,386,036 or \$3.74 per share, compared to \$708,941 or \$1.77 for each share in 1946.
- **A. Wilke Company:** The company now is owner of the property at 1806-8 Decatur St., Ridgewood, Queens, New York City, of which it had been a tenant for 20 years.
- **Planters Nut & Chocolate Co.:** Peter J. Faith, district manager for Planters, is the new liaison representative for Wisconsin of the NCA.
- **Drake America Corporation:** The company has just completed formation of two new export and import departments for food products and textiles and has moved its executive and sales offices into its recently-purchased building at 18 East 50th Street, New York City. Appointment is announced of Howard L. Harmon as head of the food products export and import department.
- **Loft Candy Corp.:** Over 2 per cent increase in candy sales of 1946 is reported by the Loft company for the year 1947, with record over-the-counter sales of all food products handled by the corporation of \$14,680,366. Earnings were also at a new high during 1947 with a total of \$1,432,351 profit after taxes, equal to \$1.02 on 1,400,000 capital shares outstanding. Loft stores in the northeastern

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For the convenience of our prospective patrons—those with grinding problems, and those who wish to improve on their present method of grinding—tests may now be run at our new Detroit Laboratory using YOUR material and considering YOUR individual problem. Tests are made by appointment only. Write or phone today.

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LOWER PRICES

Pecan-topped and pecan-filled items are the customer-pleasers in candies . . . the real money makers for a business. Pecan candies create desire to buy . . . cultivate repeat ordering. Now with finer quality FUNSTEN PECANS at lower prices you can add to the sales appeal of your candies yet subtract from former production costs. Others can tell you that profits go up when FUNSTEN PECANS go in. Try them.

17 GRADED SIZES

FUNSTEN PECANS come in seventeen graded sizes of halves and pieces—a correct size for every candy making requirement. Always uniform quality—firm, fresh, flavorful. Low moisture content, less siftings, shrivels and waste means more usable stock per pound . . . sizable savings in cost . . . reduced sorting and inspection costs. Try them.

Order through your regular jobber or write us for name of nearest representative.



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part of the country now total 153 with 17 added during the past year.

● **Euclid Candy Company of California, Inc.:** The company's "Full of Almonds" bar is now being produced in a larger size with a newly-designed wrapper but will continue to retail at five cents, according to President W. J. McKey. Production of the corporation's "Stop" bar will be resumed at the San Francisco plant, he said.

DAVE KUPFER has been named general manager of Riggi Candy Company, after resigning his position as candy buyer for Walgreen Drug Stores where he was associated for over 22 years. Creator of the Kupfer line of assorted chocolates, he has had two decades of experience in every phase of candy manufacturing and merchandising. Harry Rachlin, president of the Riggi organization, has also announced plans for further expansion into the hard candy department, under the supervision of Frank Voyda, formerly superintendent of Nutrine Candy Company.



● **Loft Candy Corp.:** Marcel Dill, formerly chief supervisor of merchandising for the corporation, is now director of merchandising.

● **Schutter Candy Div., Universal Match Corp.:** One of the most frequently honored radio shows, "David Harding, Counterspy," sponsored by Schutter, is now the possessor of another award. For the "greatest contribution to public enlightenment and welfare," the program received a plaque from the American Schools and Colleges Ass'n as the organization's choice for first place in public service for radio during 1947.

● **NCA Golf Tournament:** Paul E. Forsman heads the golf tourney committee for the NCA's "Golf Day" to be held Monday, June 21, during the association's annual convention in New York City. Arrangements have already been made for a dinner and prize fund for the golfers who will compete at the Winged Foot Golf Club at Mamaroneck, N. Y. Members of the committee aiding Mr. Fors-



EDWARD RODISCH (standing) speaks at a banquet honoring him for his 50 years of service with Bunte Brothers. Listening, are (left to right) Mrs. Amelia Davids and Herman Wilke, both over-50 years employees, and E. W. Cline, vice-president of Bunte's.

man are: Tico Bonomo, Arthur Echil, Frank Forbes, Herman L. Heide, O. W. Johnson, Harry Lustig, Jack Nelson, David P. O'Connor, A. R. Ramee, John H. Reddy, Morgan Shattuck, and Herbert Thiele.

• **Sweets Co. of America:** Net income for the Sweets company in 1947 was \$797,134, or \$3.02 a share. In 1946 net income was \$712,338, or \$2.70 per share.

• **American Ass'n of Candy Technologists:** Meetings of West Coast manufacturers have been recently held in Los Angeles, San Francisco and Tacoma to enlist support for the AACT now in its forming stage. The meetings were addressed by Hans F. Dresel, of Felton Chemical Co., on the objectives of the AACT. Another formative meeting will be held in the near future in Boston.

• **Council on Candy Fund:** Latest reports show the NCA's 1948 fund has already topped the \$100,000 mark in the Council on Candy's drive to finance its promotion program for the current year. Oscar G. Trudeau, chairman of the council committee, said individual subscriptions have increased approximately 11.4 per cent over last year's contributions by the same companies. "Such industry support allows the council committee to expand and develop promotional and educational programs to protect the candy market, and build a bigger, brighter future for the industry and its products," Mr. Trudeau stated. A booklet outlining the Council's present activities and plans for the future, entitled "Let's Get More Daily Candy Eaters in 1948", has also been distributed.

• **Steven Candy Kitchens, Inc.:** Mrs. Walter A. Kraft, known in business life as Mrs. Julia C. Steven, president, has been appointed to the board of American Overseas Aid and United Nations Appeal for Children.



HAROLD E. SULLIVAN, executive vice-president of The Shotwell Mfg. Co., standing beside the new Ercoupe airplane, which is one of the more than 1,000 prizes being given away in Shotwell's national "Add-A-Line" contest.

• **Empire State Candy Club:** Officers elected at the annual meeting in the Syracuse Hotel, Syracuse, N. Y., are: George Murphy, president; O. A. Johnson, vice-president; John C. Dreher, secretary; George Emblidge, treasurer. The new board of directors includes: Orr A. Johnson, chairman; A. R. Bixby, P. J. Delaney, Herb Smith, George Murphy, H. F. S. Nethercott, John C. Dreher, and Frank Thomas. James Hasburgh is named delegate to the National Confectionery Salesmen's Ass'n and Herb Smith is named alternate. Arthur Spencer is named chairman of the annual clam bake to be held in Syracuse. Jack Stone is appointed chair-

Does your VANILLA do all 3?

1. Complement, blend and develop the flavors of the other ingredients used with it? (Never permits a harsh overtone of any one flavor in the recipe.)
2. Develop in the finished product to a full-bodied, mellow flavor?
3. Attain just the right balance between taste and aroma?

If it does, it creates the delightful taste sensation called palate-appeal. Your customers reach for more—and build sales for you.

HOW AROMANILLA DOES ALL 3

In order to attain palate-appeal in the finished goods, Aromanilla carries all of its soluble solids—the oleo, resin, ethers, esters, vanillin and other aromatics—in their original balance and proportion through to the finished goods where they can develop into a full-bodied, mellow vanilla flavor.

Aromanilla

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Imitation Vanilla Flavor

6 VARICK STREET NEW YORK CITY 13

HELPING CUSTOMERS IMPROVE THE TASTE OF THEIR GOODS SINCE 1901

THE SCIENTIFIC FACTS

The volatile solids of the Mexican Vanilla Bean which evaporate too quickly under cooking or freezing temperatures and destroy the balance of the flavoring are replaced with similar, but more sturdy, natural flavoring extracts. For instance, if you isolate eugenol vanillin from clove oil and isolate the vanillin from the vanilla bean, you will find that they are identical. Both send forth the pleasing aroma of vanilla at room and body temperatures as any good vanilla should. But the vanilla bean vanillin decomposes and disappears at 180° F, while the clove oil vanillin can go to 400° F and still retain its aroma. And that's just one of the more delicate extractives which have to be replaced in order to make sure that all of the flavoring qualities of the Mexican Vanilla bean go through to the finished goods in the right proportion and balance.

Why not try Aromanilla now? We are so sure that it will help improve the taste of your goods that we are offering a trial supply with a money-back guarantee. Place your order and if, after using Aromanilla, you don't think it's better than any other vanilla flavor you have used, return the unused portion collect and we'll gladly refund your money.

TRIAL OFFER: I'd like to try Aromanilla under money-back agreement as explained above. Please place my trial order for:

1 pint concentrate (equals 2 gals. standard flavor) \$ 8.00
1 gal. concentrate (equals 16 gals. standard flavor) \$52.00

NAME _____ POSITION _____
COMPANY _____
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CITY _____ ZONE _____ STATE _____



Want your candies to taste better?
It's easy when you make them with **KRIST-O-KLEER**. For it guards the fresh goodness that's in your sweets—keeps the flavor from drying out.

Want your candies to look better?
Use **KRIST-O-KLEER**! It holds the moisture! Makes candies tender, smooth, appetizing.



Want your candies to keep better?
Again, the secret's **KRIST-O-KLEER**! For it retains moisture during exposure to air and low humidity. Helps keep candies fresh until they're consumed.

Remember—for better candy-making, better order now—from National's full line of **KRIST-O-KLEER** invert and partial invert sugars.

**THE NATIONAL
SUGAR REFINING CO.**
New York, N. Y. and Philadelphia, Pa.



man of the annual dinner dance to be held in Buffalo. Dates will be announced.

• **Candy Executives and Associated Industries Club:** Principal speaker at a recent meeting of the club was Edward C. McDowell, of the Robinson Air-Activated Conveyor Systems, who discussed the use of conveyor systems for bulk sugar.

• **NCWA Practice Rules:** Rules accepted by the Federal Trade Commission, as drafted after two years of negotiations by the National Candy Wholesalers Assn., Inc., with the government group, become effective the second of this month in the wholesale confectionery industry. The final draft of regulations follows closely the original set of rules submitted by NCWA officials to the FTC in 1946. There are two types of fair trade practice regulations set forth in the federal bulletin. The 21 rules under group I are fully enforceable by law. Group II, comprised of four sections, is termed ostensibly a considered guide to sound business practice to be encouraged and promoted independently in accordance with existing law. Unfair practices in the opinion of the FTC resulting from violations of the latter group, however, may be cause for instituting proceedings against the party as in violation of Group I rules.

• **Pennsylvania Manufacturing Confectioners' Ass'n:** The second annual Production Conference will be held at Lehigh University in cooperation with the university's Institute of Research by the Pennsylvania association May 20 and 21. The two-day meeting will be high-lighted by 15 talks and a round-table discussion, and will be climaxed with

- ✓ Superfine for smoother texture (325 Mesh)
- ✓ Extra high protein — over 55%
- ✓ Non-graining — lengthens shelf life
- ✓ Low Cost

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an informal dinner the first evening of the conclave. Hans F. Dresel, chairman of the conference; F. Milton Demerath, toastmaster; and Philip P. Gott, NCA president and guest speaker, will be on the after-dinner program. Conference discussions include:

"Cooperative Research" by Dr. H. A. Neville, "Introductory Remarks" by C. R. Kroekel, "NCA Research" by John Henry, "Invertase Inside of Chocolate Creams" by James King, "Water and Its Effect on Product Quality" by J. Thompson and R. L. Dean, "Lecithin in Chocolate and Confectionery Products" by L. Russell Cook, "Uses of Fats and Oils by Confectioners" by H. C. Burr, "The Use of Starch in the Confectionery Industry" by John Krno, "Starch Moulding Equipment and Methods" by Fred W. Greer, "The Use of Plastic Coconut in Candy" by G. W. Armstrong, "The Behavior and Functions of Soya Albumen in Candy" by Harold Butler, "Whipping Agents" by G. T. Carlin, "The Proper type of Milk in Candy" by Walter Page, "Chocnology" by Thomas Brown, and "Citrus Pectin Candies" by Cletus Gallagher. A round-table discussion, led by Mr. King, will close the conference in the afternoon of the last day.

• **Circus Foods, Inc.;** Tri-State Brokerage Company of Albuquerque, N. M. will handle distribution into the expanded sales territory of New Mexico and western Texas of Circus Foods' salted nut products.

• **Fanny Farmer Candy Shops, Inc.:** Net profit for 1947 of \$1,375,712, equal to \$4.02 each on 342,000 shares, is reported. Net profit for 1946 was \$1, 570,019, or \$4.56 each on 344, 157 shares.

• **Wisconsin Candy Ruling:** Children may buy candy, soft drinks, or ice cream in Wisconsin taverns but they may not legally consume such purchases on the premises, Atty. Gen. John Martin has ruled.

• **Stephen F. Whitman & Son, Inc.:** William M. Noonan and Thomas H. Sharp have been named directors. Mr. Noonan, is also appointed vice-president in charge of sales.



DONALD PATTERSON (left) shows Elmer F. Reake (center), of the Chicago Ass'n of Commerce & Industry, and George Cox of Curtiss Candy Co. one of his illustrations which won an art scholarship donated as a prize by Otto Schnering, president of Curtiss.

• **Douglas Candy Company:** Ralph Wilson Douglas, president of the company, recently died in a St. Joseph, Mo. hospital at the age of 76.

• **Life Savers Corporation:** Net sales for 1947 are listed at over twelve million dollars, an increase of almost 50 per cent over the preceding year. Net profit of \$2,636,839, equal to \$3.76 a share, was realized, compared to \$1,940,553 or \$2.77 per share for 1946.

• **Thomas D. Palmer:** A confectioner for 48 years and inventor of several popcorn machines, as well as the Fairchild orange juice machine, Thomas D. Palmer died recently in Philadelphia. Mr. Palmer,



**for brilliance, uniformity, purity
use Peacock Brand Certified Food Colors**

Get Greater eye appeal in your products, turn first sales into repeat sales with Peacock Brand Certified Food Colors. For over 25 years Stange has been the leading manufacturer of food colorings. If you have a color blending problem, the Stange research staff will gladly give you all the help you need. Remember, Peacock Brand spells Brilliance, Uniformity, Purity.

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Air-Activated
CONVEYOR

**How to Handle
BULK
DRY SUGAR
Economically**



It's the Robinson Way . . . convey it by low volume air . . . through piping to destination! The Robinson **Air-Activated Conveyor System** unloads bulk dry-granular or pulverized materials such as sugar from hopper-bottom cars or tank trucks and conveys them pneumatically to storage and from storage to production—and with no dust!

The Robinson is economical because it utilizes low-volume air. Pipes do not encrust. They stay clean. There are no continuously moving parts such as screw-feeds, bearings, etc. that cause high maintenance and require frequent replacements.

In writing for further information, tell us about your present sugar-handling methods, and send us a rough sketch of the conveying requirements into and through your plant.

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CONVEYOR SYSTEMS

Representatives in Principal Cities

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66, operated Candyland in the Willow Grove Amusement Park, near Philadelphia, for the past 27 years. He was a member of the Confectioners Ass'n of America.

• **Chase Candy Company:** Facilities for producing over 150,000,000 pounds of candy per year are now controlled by the Chase Company with the acquisition of the O'Brien Candy Company of San Jose, Calif. The rapidly expanding organization now has five factories and is currently selling \$21,000,000 of candy annually. This is compared with the 1941 sales of the Chase corporation of \$1,500,000. The ultra-modern O'Brien plant has been in operation since 1868 and covers 55,000 sq. ft. of floor space, which will be expanded to 109,000 sq. ft. in order to handle a general line of Chase candies to be manufactured there. No immediate changes in the O'Brien set-up are foreseen by W. A. Yantis, Chase president and director of sales.

• **The Maillard Corporation:** "Maillard's" cocoa, chocolate, and confectionery first produced in 1848 is one of the 26 brand new names in the New York City area to be honored with Brand Names Foundation, Inc. "Certificate of Public Service." The citation was accepted for Maillard's by Walter F. Ratoff, sales manager.

• **Imperial Candy Co:** Two-color, heat-sealed, cellophane bags feature the new packaging of the company's Societe candy line.

• **Chicle Products Co.:** Autographed, color pictures of leading Hollywood stars are now being offered as free premiums with every package of Fruit-Berry bubble gum.

our business is cultured butter flavor

▼ ▼ ▼ **CULTURED EXTRIN AA** is a distinctive butter-flavor medium costing only $\frac{1}{3}$ cent per pound of your finished goods. This specialized laboratory product is of such carefully controlled goodness that we guarantee it in every way, including non-rancidity. It *must* benefit your business—in improved quality and in production savings.

Paste

Butter-like consistency.
In wood tubs, 128 oz. net. *



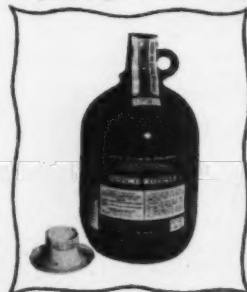
Powder

Pre-scaled 1 oz. packets.
128 packets to a carton.



Creme Royale

In glass jugs, 128 oz. net.



CULTURED
EXTRIN
• A A •

EXTRIN FOODS, INC., 70 Barclay Street, New York 7, N. Y.

Extrin Foods of California, Inc., 5225 Wilshire Blvd., Los Angeles

How to Make Starch Gums, Jellies

(Continued from page 36)

tenderness. The use of invert sugar eliminates the possibility of high sugar content jellies becoming grainy. The possibility of graining could be overcome by the use of additional cream of tartar or tartaric acid. The action of the cream of tartar or acid on the starch would have a tendency to make the jellies become stringy instead of retaining their short texture. The use of invert sugar is recommended where shortness, tenderness, and sweetness are desired.

Cooking *cream of tartar* in the batch helps to prevent graining. It also reduces the consistency of the starch, and the batch becomes more fluid. *Tartaric acid* in smaller amounts is also used. It is added after the batch is cooked and adds some tenderness to the batch as well as acting as a grain retarder. Tartaric acid could be used to replace the cream of tartar. Smaller amounts of acid than cream of tartar should be used, and the finished product will be more stringy in texture than the one made with cream of tartar.

Citric acid can be used as an acidulant for fruit flavored jellies. It should be added in dry, powdered form *after* the batch has ceased boiling.

Coconut butter imparts smoothness to the batch, reduces foaming, and improves the eating quality of the finished product.

Operation 2—Mixing, Casting, Sanding, etc.

The method of adding the starch and sugar to the batch governs

inal with the writer in his attempts to duplicate the paste mentioned above.

These pastes were made for a chain of retail stores and were well received by the consumer. Small batches were made.

BATCH NO. 1—LEMON, LIME, ORANGE OR MINT PASTE

3½ gal. water

3 oz. cream of tartar

28 oz. powdered starch (such as packaged cooking starch for home use)

17 lbs. fine granulated sugar

Cook on gas fire to good stiff jelly or until batch will not stick to the back of your fingers that have been dipped in starch and gently laid on to the cooking batch. This batch will cook very thick and "livery." As the batch nears completion of the cook, the bubbles around the edge of the cooking batch will become smaller and tougher looking. Be sure batch is cooked sufficiently or sweating and graining will occur.

When batch is finished cooking, add color while still on the fire. Set batch off the fire and add flavor to suit requirements. Pour into



NUTRL-JEL

Powdered Pectin for making jams, jellies, preserves.

Modern plants located in the great apple regions from coast to coast select and process the choice of the crop into Speas Apple Products.



CONFECTO-JEL

Powdered Pectin for making better jellied candies.



APPLEOSE

Fresh Apple Juice Vacuum concentrated...depectinized... filtered...clarified.

Known for

QUALITY

Speas Apple Products have long been recognized as outstanding quality leaders . . . preferred by American manufacturers for generations.

PLANTS IN APPLE REGIONS FROM THE ATLANTIC TO THE PACIFIC

SPEAS COMPANY

General Offices Kansas City 1, Missouri

metal trays that have been heavily dusted with powdered starch. Use a sieve for dusting pans with starch so that the pans will contain an even layer of starch.

Do not place paste in drying room. Let set in workroom for three days. Cut and roll in a mixture of two parts powdered sugar and one part powdered starch that has been thoroughly dried and cooled to room temperature. Half percent magnesium carbonate added to the sugar-starch mixture helps to keep the mixture dry by absorbing moisture. Let cut paste remain in stock trays a few hours before packing. Pack into wooden boxes lined with wax paper or coat with icing.

REMARKS: This is a very tender piece of paste with fine eating qualities. When this paste is cooked properly, it will be very lifeless looking in the pans for the first two days. On the third day, it will begin to shorten up and show signs of a firmer texture.

BATCH NO 2—PURE FRUIT RASPBERRY

PASTE

3½ gal. water
3 oz. cream of tartar
32 oz powdered starch
17 lbs. sugar

to a certain extent the shortness of the finished product.

Method 1: For a jelly with a very firm and short texture and for Turkish paste, the starch is suspended in all of the water contained in the batch. The sugar, corn syrup, and other ingredients are then added and the batch cooked to the desired temperature.

Method 2: For jellies with a stringy texture, the corn syrup, sugar, and part of the water are brought to a boil. The starch, suspended in the remaining water, is slowly added to the boiling batch. Between the above extremes of adding ingredients, a great variation in texture can be created by varying the mixing method.

Method 3: For a jelly with a little less stringiness and more tenderness than the one *Method 2* produces, the corn syrup and a part of the water are brought to a boil. The suspended starch is added slowly, so that the boil of the batch is not broken. The batch is then cooked to a thin string, the sugar is then added and cooked to the desired temperature.

Method 4: To produce a jelly with a little more shortness but not quite so short as *Method 1*, proceed as with *Method 3*, but add the starch mixture quickly, so that the *boiling point is broken*.

Jellies for depositing in starch must be fluid and should contain only enough "doctoring" agents, such as cream of tartar or tartaric acid, and be cooked to a low enough temperature to permit casting. It is for this reason that the amounts of sugar and "doctors" are limited. Larger percentages of sugar in low cooked batches, therefore, cause graining. Additional acids in the amounts necessary to prevent graining would destroy some of the body of the starch, and the jellies would lack sufficient body.

Turkish paste that is poured in pans can be made with all sugar and larger percentages of "doctors" but should be cooked to higher

This easy adjustment is good news for the Confectioner

THE PUBLIC taste for candies made with a blend of dextrose and sucrose (both fine sugars) is increasing because this combination gives your candies pleasing texture and true flavor.

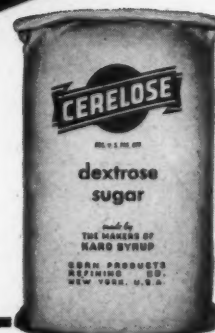
When you stop to think that eight out of ten people recognize dextrose as a food-energy sugar, you can see how the use of dextrose helps sales.

It's easy to use. Just write our Technical Division for advice and suggestions — without obligation.

CORN PRODUCTS SALES COMPANY
17 Battery Place New York 4, N. Y.



CERELOSE is dextrose



temperatures. The combination of high cooking temperature and sufficient "doctoring" agent will invert enough sugar to insure the product against graining, but the resulting mixture will be too stiff for casting.

The texture can also be controlled to a certain extent by the temperature of the moulding starch and drying room. As an example, the above formula is cast into warm starch and then placed in the drying room. Its tenderness and shortness could be improved, if the jellies were cast into cooler starch and allowed to remain out of the drying room until cool. This cooling process would stop the inverting action of the acids contained in the batch. Acids act on the sugar and starch more violently in the presence of continued heat. After the jellies are cooled and the action of the acid stopped, they are then placed in the drying room to remove excess moisture.

The later in the cooking process that sugar or invert sugar is added to the batch, the less will be the inversion rate of the sugars. When the sugar content of a jelly is decreased, the sugar should be added to the batch near the completion of the cooking period to obtain the benefits of minimum inversion.

When the excess moisture has left the jellies, in the drying out process, they should be sugar sanded at once and allowed to dry before packing. The sugar sand coating on crystallized jellies should be thoroughly dry before the goods are crystallized.

The thickness of the crystal coating to use on crystallized gums is governed by the texture of the goods to be crystallized.

Tender jellies such as spiced strings and drops are usually made with a 60 fluidity thin boiling starch. They should be crystallized with a heavy crystal in a hot *day* crystal cooked to 35-35½ degrees Baume.

2 lbs. crushed raspberries
(prepared for fountain use)
Proceed as with previous batch.
Color red.

ICED BUTTERSCOTCH GUMS

Place in steam mixing kettle

225 lbs. corn syrup

33 gal. water

Bring to boil. Add

54 lbs. fast boiling starch (40-60 fluidity according to texture desired) suspended in

21 gal. water

Do not break boil. Add

20 lbs. sweetened condensed milk.

Cook to good jelly string. Add

10 lbs. dairy butter

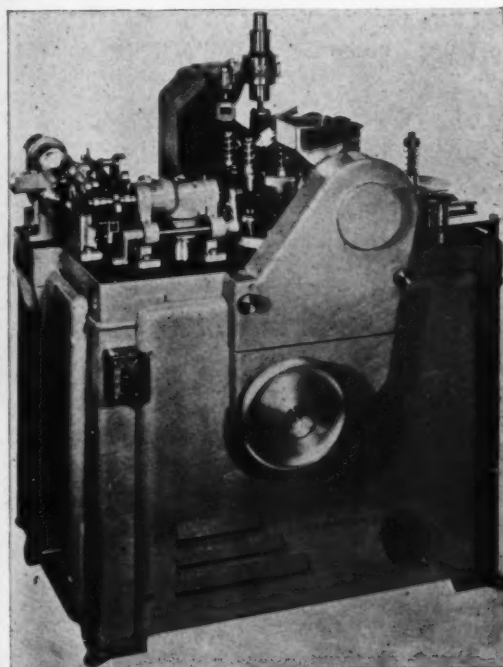
6 oz. salt

Cook until butter is well mixed. Add yellow color to suit requirements.

Cast into warm starch (165 degrees) place in drying room for about 48 hours. Shake out of starch and dip in icing formula No. 341. Color icing with butter color.

NOTE: 75 lbs. above centers uses 25 lbs. icing.

REMARKS: This is a tender textured butter gum drop with fine flavor and eating quality. If iced drops do not leave paper freely, oil



LATINI

continuous

DIE POP MACHINE

- HIGH SPEED PRODUCTION
- CONTROLLED WT. & SIZE OF POPS
- INTERCHANGEABLE DIES
- GUARANTEED PERFORMANCE
- ECONOMICAL OPERATION

EASTERN REPRESENTATIVE
JOHN SHEFFMAN—152 W. 42nd St., N.Y.C.

CHOCOLATE SPRAYING CO.

2027 W. Grand Ave.

CHICAGO 12, ILLINOIS

paper lightly with a thin mineral oil.

CENTER FOR JELLY BEANS AND OTHER PAN GOODS

100 lbs. corn syrup
25 lbs. corn sugar (dextrose)
12 gal. water
1 oz. tartaric acid

Bring to boil and add

18 lbs. 60 fluidity fast boiling
starch suspended in 6 gal.
water

Add starch water slowly enough to
keep batch boiling at all times.

Cook to light jelly string and add

35 lbs. fine granulated sugar

Cook to medium string, cast into
warm starch (165 degrees) and
place in drying room (140-150
degrees) until excess moisture has
left the beans. Shake out of starch
and run up in revolving pan.

REMARKS: This formula produces a
panned center with a tender texture.
The sugar can be replaced
with 50 lbs. used crystal syrup if
desired.

SANDED GUM FIGS

100 lbs. corn syrup
1 oz. tartaric acid

Crystallized gums with a heavy body can be made with a 40 fluidity heavy boiling starch. They can be crystallized with a finer crystal using a hot *night* crystal cooked to $33\frac{1}{2}$ - $33\frac{3}{4}$ degrees Baume.

Operation 3—Unsatisfactory Results, Cause, Remedies

The foregoing instructions for making and crystallizing starch jellies will produce satisfactory jellies if followed carefully. Unsatisfactory results can be eliminated by referring to the following checklist:

Sweating: (1) Unless the batch contains sufficient water (approximately 1 gal. for every pound of starch used), or (2) if the batch is cooked too quickly, the gums will sweat after being sugar sanded. (3) Undercooking.

Crystal Falls Off: (1) Crystallized gums should be dried out thoroughly and have a firm sugar sanded surface, or the crystal will blister and fall off in spots. (2) The surface of the gums should be free of starch before sugar sanding and the sanded gums crystallized as soon as they are dry, or blisters will form under the crystal. (3) Gums to be crystallized should be sugar sanded as soon as they are taken out of the drying room. If allowed to lay around too long before being sanded, a tough crust will form on the gums. The sanding sugar will not penetrate the gums and adhere tightly to them. The crystal must have a solid sugar base to cling to, or it will eventually blister and fall off of the gums.

Graininess: Use sufficient corn syrup, invert sugar, or acid, otherwise the gums will grain off.

Toughness: (1) Using too much starch or (2) too much corn syrup will cause the finished gum to become tough. (3) Too much moisture removed by remaining too long in drying room.

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8 gal. water
Bring to boil. Add
13 lbs. 40 fluidity starch sus-
pended in 5 gal. water. Add starch
water slowly enough to keep batch
boiling at all times.

When batch is cooked to a very light
string, add 6 lbs. figs that have
been softened in warm water and
then ground fine in a meat grinder.
Cook to a good string. Cast into fig
shaped mould in starch. Place in
drying room (temperature 140-145
degrees) until figs are rather tough.
Shake out and sugar sand at once.

REMARKS: This is an old time penny
favorite and has an appealing taste
and chewy texture. It can also be
used as a 5-lb. bulk item and about
40 per cent of the corn syrup re-
placed with sugar. Do not dry as
much as for penny goods.

LARGE SANDED JELLY GUM DROPS

Place in steam mixing kettle
140 lbs. corn syrup
16 gal. water

$\frac{3}{4}$ oz. cream of tartar
Bring to boil and add
27 lbs. 40 fluidity fast boiling
starch suspended in
11 gal. water

Do not break boil by adding starch
water too quickly. Add
80 lbs. fine sugar

Cook to good jelly string.
Flavor and color to suit require-
ments. Cast into warm starch
(165 degrees). Place in drying
room (temperature 140-150 de-
grees) until excess moisture has
left the drops—48 to 72 hours
depending upon the size of the
drop and the tenderness desired.
Shake out of starch and sugar
sand. Let remain in stock trays
until thoroughly dry. Pack as
desired.

REMARKS: This formula produces a
very tender jelly drop suitable for
5 lb. or bulk carton goods.

SOLVAY

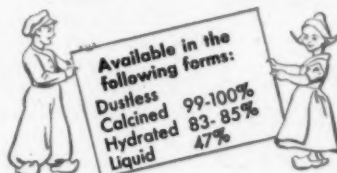
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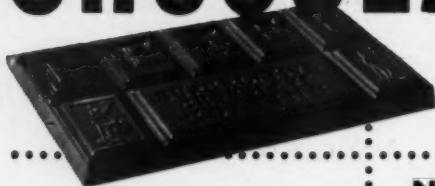
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SUPPLY FIELD *News*

• **Hershey Chocolate Corp.:** Continued rise in net profits is shown in the Hershey company's financial statement for 1947. Net profits for the year are listed at \$8,968,494 equal to \$3.74 per common share compared to the 1946 net profit of \$8,495,852 and \$3.51 a common share. Net for 1945 was less than five million dollars and \$1.75 for each common share.



CURTIS B. HOFFMAN, a veteran of 17 years' experience in marketing, distribution and production, is the newly-appointed general sales manager for the J. W. Greer Company, makers of continuous production machinery. Mr. Hoffman has headed a consulting service on marketing, procurement and production problems since his discharge from the Navy in 1946. He also organized and directed the WPB's section on scales, force-measuring and balancing equipment before serving as Electronics Production officer in New England for the Navy.

• **Package Machinery Company:** An editorial entitled "America Today!—Tomorrow?", written by R. J. Alden, head of public relations for the Package company, appeared in a recent issue of "Horizons", official publication of the Springfield, Mass. Chamber of Commerce.

• **Lamont, Corliss & Company:** Clive C. Day is elected president to succeed William K. Wallbridge, newly-elected chairman of the board of directors. Gordon Lamont, nephew of the late Thomas W. Lamont who headed the board of directors, assumes the duties of G. Y. King, retiring vice president and director of sales. Mr. Day, who is also president of the Peter Cailler Kohler Swiss Chocolates Company, Inc., has been with the company for 27 years.

• **B. W. Dyer & Co.:** A probable new reduction in the U.S. Sugar quota from the present level of 7.5 million tons is forecast by the Dyer Co., sugar economists and brokers. A higher sugar price under



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the cost-of-living provision of the 1948 Sugar Act appears necessary soon according to the company's economists.

• **Corn Products Refining Co.:** John W. Scott, Jr. is elected comptroller.

• **Monsanto Chemical Company:** Prescott Sandidge is the newly-appointed assistant director, with responsibility for administrative matters of Monsanto's central research department in Dayton, O. Mr. Sandidge was previously executive director of the Clinton National Laboratories at Oak Ridge, Tenn., operated by Monsanto for the Atomic Energy Commission.

• **Detecto Scales, Inc.:** John Earl Woodland, vice president, for the past 10 years, died unexpectedly in an Atlanta, Ga. hotel recently. He had worked in the scales manufacturing industry for over 35 years, and was the original co-worker with the late Walter Smith on the over-and-under type scale.

• **Oakite Products, Inc.:** A chemical material possessing the dual ability to clean and deodorize in a single simultaneous operation is announced. The powder is of a fine, freeflowing material, mildly alkaline, that is readily soluble in hot or cold water, and which is reported to possess pronounced wetting, penetrating and detergent ability, as well as deodorizing action.

• **Cochrane Corporation:** New technical material on turbulent vs. laminar steam flow and the effects of air and condensate films on heat exchange characteristics feature a new brochure. Typical case histories and illustrations are contained in the 20-

KANDEX^{*}

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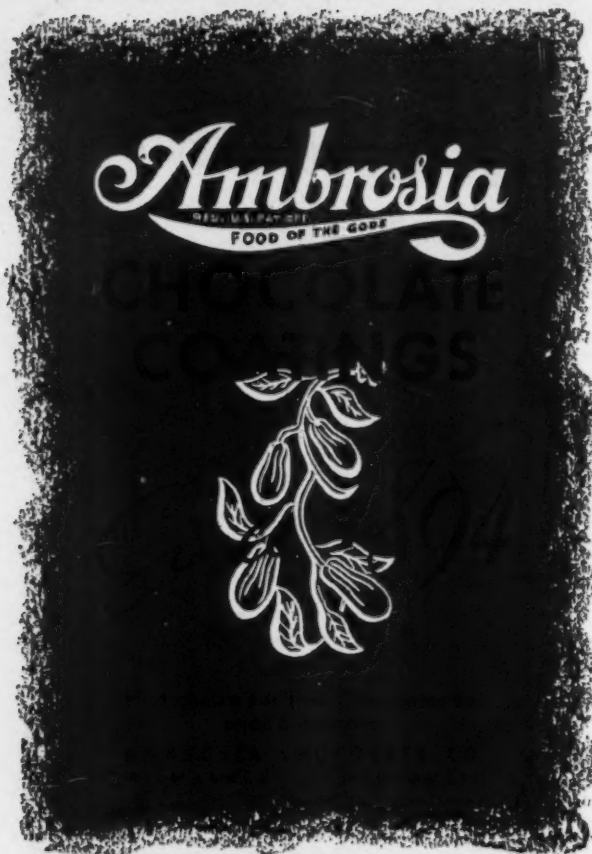
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page booklet. Copies may be obtained by writing for Publication 3250, Cochrane Corporation, 17th St. & Allegheny Ave., Philadelphia 32, Pa. In Canada the address is 212 King Street West, Toronto, Ontario.



PHIL JONES is the new sales representative in the Pennsylvania, Delaware, and Maryland area for the Wm. I. Stange Co. He has worked throughout this area for the past three years as a representative for the Viking Corp. His service will augment that of Stange's veteran salesman, "Pee Wee" Hughes, in the area.

• **Felton Chemical Company, Inc.:** An ultra-modern, four-story steel and concrete structure connected by a two-story enclosed bridge to the main building of Felton's in Brooklyn, N. Y. is the latest addition to the company's expanding facilities. A five-year program has resulted in quadrupling the main plants' floor space, construction of a new factory in West Los Angeles, Calif., and the pending occupation of larger quarters in Montreal, Canada.

• **Charles R. Phillips Company, Inc.:** John R. Powers, Jr., formerly assistant regional manager of General Motors public relations department in Chicago, is now the midwestern representative and vice-president for the Phillips company.

• **Hooton Chocolate Co.:** Specially designed summer coatings, produced after considerable research and field trials under actual plant conditions, are now being manufactured by the company. Besides several sweet cocoa and vegetable fat coatings, the newly-produced summer products include a neutral color coating to which the manufacturer can add desired colors and flavors.

• **B. W. Dyer & Company:** Three dates are listed by the Dyer sugar economists as possibilities in affecting the timing of another sugar quota cut: (1) End of the refiners' strikes, (2) amendment to beet processors CCC contract, and (3) the near-future following the Italian election.



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● **Fritzsche Brothers, Inc.:** Walter E. Schedy was honored at a luncheon in the New York Athletic Club last month in celebration of his induction into Fritzsche's Quarter Century Club. Mr. Schedy became the 34th person to obtain the distinction and was presented with a government bond by Company President F. H. Leonhardt on behalf of the officers and board of directors and a wrist watch from his fellow employees.

● **West Disinfecting Co.:** A 12-page color brochure entitled "An Ideal Washroom Maintenance Service," covering in detail the nationwide washroom service maintained by West, is now available upon request to the company offices in Long Island City, New York.

● **B. W. Dyer & Co.:** Arthur B. Lunde is new assistant manager of the firm's raw sugar department. He had been in the sugar business for over 11 years before joining the Dyer company.

● **Monsanto Chemical Co.:** Net earnings for 1947 are reported as \$15,561,228, exclusive of any recovery of profits under use and occupancy insurance resulting from the Texas City, Tex., disaster. Earnings were at the rate of \$3.59 per common share.

● **Package Machinery Co.:** Sales of the firm's wrapping machines for 1947 showed a million dollar increase over 1946, states President George A. Mohlman. Production has been increased to three or four times as great as it was in the old plant since moving to the new factory at East Longmeadow, Mass.

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For the economical maintenance of your plant floors, read the new Oakite Service Report. In easy-to-follow instructions, it tells how to use Oakite materials for quickly breaking up and loosening even the heaviest deposits of sugar, fondant, grease, fruit and juice accumulations.

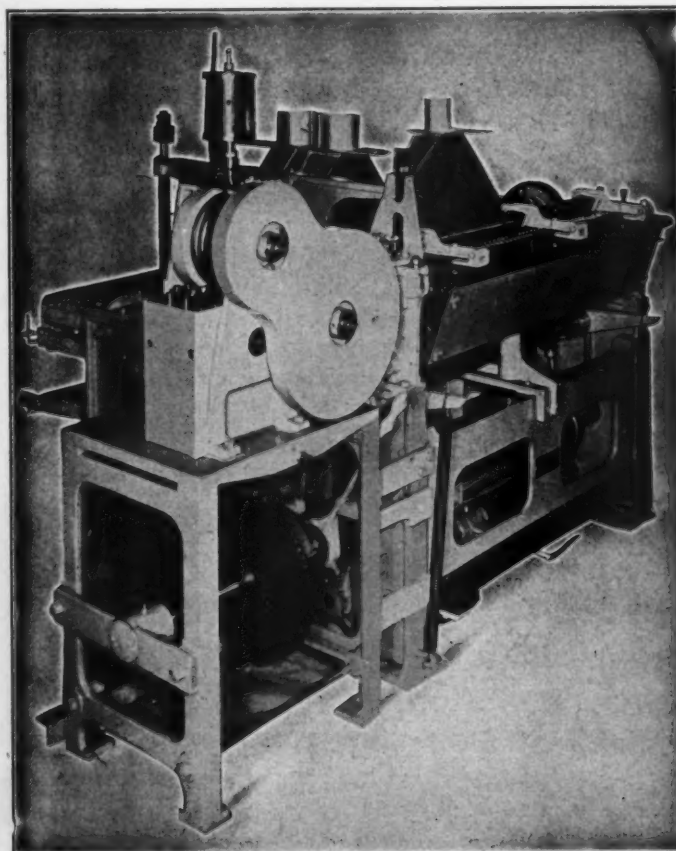
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● **American Dry Milk Institute:** Dry milk manufacturers point to 1947 as a peak production year in the history of the industry with a total of one billion pounds of dry milk produced. Domestic markets, virtually eliminated during the war, had to be entirely redeveloped last year.

● **California Almond Growers Exchange:** Chicago sales offices are now operating for the exchange, one of the largest suppliers of almonds, in order to have direct contact with the large concentration of confectionery industry in the Chicago area. New products and new packs are promised for the Summer season by D. R. Bailey, exchange general manager. The Chicago office is headed by R. K. Clement, formerly of the exchange's New York office.

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LAND O'LAKES EFFICIENCY award winners with their prizes are (left) Roy Huitfeldt, Land O'Lakes Creameries, Inc., Drying Plant, Whitehall, Wisc., and Wallace Peterson, of the Mora, Minn., plant.

● **QMC Food & Container Institute for the Armed Forces:** Two publications are now available upon request to the Technical Information Office, Quartermaster Food and Container Institute for the Armed Forces, 1849 W. Pershing Road, Chicago 9, Ill. They are: "Absorption of Fat in Various Nutritional and Environmental States", a 251-page annotated bibliography, and "General Products", a 90-page volume.

● **Sugar Research Foundation, Inc.:** A review, entitled "Use of Molasses in Grass Silage Preparation", is obtainable upon request to the foundation, 52 Wall Street, New York 5, N. Y. The report was prepared by Carl B. Bender, professor of animal husbandry at Rutgers University.

● **Monsanto Chemical Co.:** Baxter Pearson and W. W. Hayes will staff the new Monsanto sales office in Portland, Ore., and will handle all the company's products.

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● **Confectionery Wages & Hours:** Latest figures from the Bureau of Labor Statistics show the average weekly earnings in January for confectionery industry workers to be \$40.12, compared to \$42.96 in December and \$42.24 in November. Average weekly hours for January are listed at 38.8, 41.5 for December, and 40.8 in November. Hourly earnings are shown as \$1.035 in January, the same as in December. November's average was \$1.036.



M. FRANCOIS DE MENEVAL. Paris Representative of Dodge & Olcott, Inc., will arrive in New York City May 10 to confer with company officials for planning of further distribution of their products in France. M. de Meneval is the great-grandson of Baron de Meneval, who was private secretary of Napoleon I. He is a veteran of both world wars and has the Croix de Guerre and is a Chevalier of the Legion of Honor.

● **Bad Debt Losses:** Confidential reports to the Bureau of Census from 36 confectionery manufacturers showed an increase of 67 per cent in bad debt losses during 1947 as compared to 1946. This is compared to the 76 per cent gain in bad debt losses on credit sales averaged by the 2,331 reporting firms in all branches of manufacturing. The tables show that the confectionery industry's total sales increased 3 per cent over the previous year and that the total credit sales went up 1 per cent. Credit sales were 70 per cent of the total sales in

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the confectionery industry compared to 91 per cent in all industry. Total sales for the 36 reporting firms was \$25,265,000, an increase over the \$24,473,000 of 1946.

• **NCA Slack Packaging Committee:** Willingness of NCA to cooperate with the Bureau of Standards and the Food and Drug Administration in an educational program for the elimination of any reasonable claims for deceptiveness was indicated by William E. Brock, Jr., spokesman for candy and package machinery manufacturers, in a recent meeting of the committee and packaging machine representatives in the Bureau of Standards offices in Washington, D.C.

The manufacturing representatives generally agreed that an educational program should be launched as rapidly as possible.

Mr. Brock emphasized the fact that responsible candy manufacturers recognize that deceptiveness, while not only illegal, constitutes a bad business practice, as success of repeat sales, on which the industry's merchandising program is based depends upon consumer satisfaction.

• **Sugar Quotas:** The 300,000 ton reduction of the 1948 U. S. sugar quota is roughly equivalent to the reduced sugar demand during January and February, according to B. W. Dyer & Co., sugar economists and brokers. The Dept. of Agriculture recently announced the revision of sugar quotas made necessary by the reduction in the estimate of 1948 continental sugar requirements from 7,800,000 to 7,500,000 short tons, raw value. The Dyer Co. further believes a refined sugar price drop will probably be about 10 or 15 cents per 100 pounds in the near future. This is indicated by recent raw sugar sales to U. S. cane sugar refiners.

• **International Store Modernization Show:** Five days of clinics and exhibitions will be held at Grand Central Palace, New York City, July 6-10, by 21 associations and groups directly involved in store modernization. Dr. Charles M. Edwards, dean of New York University's graduate school of retailing, is chairman of the show's advisory committee.

• **Mayfair Candy Co.:** Recent addition of new kettles and other equipment has increased plant capacity by 40 per cent. Headed by David Powell, the Seattle firm makes "Mayfair Mints" exclusively, in peppermint and wintergreen flavors.

Voorhees Molds

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Bessire and Company
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The Modern Method of Casting Candy!

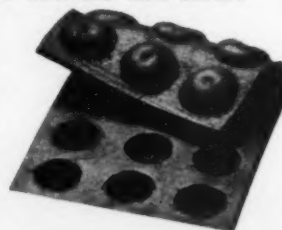
Voorhees Rubber Molds simplify operations. Saves time and stops waste. Made of the purest live rubber these molds are odorless and insure freedom from dust. They control moisture, and yield a better finished product.

Voorhees Molds are manufactured in all standard patterns or your own patterns and brand markings will be made to your order.

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Manufacturers' Representative
3508 Copley Road
BALTIMORE 15, MARYLAND
Terr.: Maryland; Wash., D. C.

JIM CHAMBERS

Candy Broker
17 Edgewood Avenue, S. E.
ATLANTA 3, GEORGIA
Terr.: Ga., Ala., and Fla.

WM. E. HARRELSON

Manufacturers' Representative
5308 Tuckahoe Ave.—Phone 44280
RICHMOND 21, VIRGINIA
Terr.: W. Va., Va., N. & S. Caro.

HUBERT BROKERAGE COMPANY

Candy and Allied Lines
3 Salesmen
Offices & Display Rooms
210-211 Candier Bldg.
ATLANTA, GEORGIA
Terr.: Florida, Georgia and Alabama
for 20 years

JOHNSON & SAWYERS

335 Burgess Building
JACKSONVILLE 2, FLORIDA
Confections & Allied Lines
Terr.: Ga., Fla., & Ala.

A. CARY MEARS

Candy and Specialty Items
P. O. Box 2476
GREENSBORO, NORTH CAROLINA
Terr.: Va., W. Va., No. & So. Caro.

ROY E. RANDALL

Manufacturers' Representative
P. O. Box 605—Phone 7590
COLUMBIA, SO. CAROLINA
Terr.: N. & S. Carolina. Over 25 yrs. in area

SOX & ROBB

Manufacturers' Representative
Box 605
COLUMBIA, S. C.
Terr.: So. & No. Carolina
Over 16 years

H. H. SMITH

Box No. 1202
HUNTINGTON 14, WEST VA.
Candy, Marbles, School Tablets, Wax
Papers, Stationery, Napkins
Terr.: W. Va. & Eastern Ky.

W. M. (BILL) WALLACE

W. A. (BILL) HANDLEY
Candy and Specialty Items
P. O. Box 471—111 Rutland Bldg.
DECATUR, GEORGIA
Terr.: Ga. & Fla.—Thorough Coverage

East No. Central States

EDWARD A. D. (Candy) BARZ

P. O. Box 395—LA PORTE, IND.
P. O. Box 512—OAK LAWN, ILL.
Covering Ill., Ind., Mich., Ohio, Ky.,
and W. Va.

H. K. BEALL & CO.

308 W. Washington St.
Phoness RANDOLPH 1618-1628
CHICAGO 6, ILLINOIS
Territory: Illinois, Indiana, Wisconsin
25 years in the Candy Business

COLEMAN-SMITH BROKERAGE COMPANY

Formerly P. L. South Company
Confectionery Brokers
"We Plan Our Work To Work Our Plan"
Complete Wholesale and Retail Coverage
for the State of Indiana
702 Odd Fellow Bldg. Phone Franklin 8492
Indianapolis 4, Indiana

CHARLES R. COX COMPANY

1428 Erie Boulevard
SANDUSKY, OHIO
Territory: Ohio, Michigan, and Indiana

ROGER ETTLINGER

Phone UNIVERSITY 2-6737
18300 Pennington Avenue
DETROIT 21, MICHIGAN
Terr.: Entire state of Michigan

M. H. GALFIELD COMPANY

225 E. Detroit St.
MILWAUKEE 2, WISCONSIN
Terr.: Wis., upper Mich. & N. Ill.
(Only reliable accounts solicited)

WALTER M. GREESON CO.

101 Smith Street
FLINT 3, MICHIGAN
"We Are At Your Service Always—
And All Ways"
Terr.: Michigan. Estab. Since 1932

BERNARD B. HIRSCH

229 E. Wisconsin Ave.
MILWAUKEE 2, WISCONSIN
Terr.: Wis., Ia., Ill. (excluding Chicago)
Mich. (Upper Penn.)

JERRY HIRSCH

Candy & Specialty Items
823 N. Lamon Avenue
CHICAGO 51, ILLINOIS
Terr.: Wis., Iowa, Mich.

DONALD A. IKELER

2029 E. Main Street
KALAMAZOO, MICH.
Territory: Michigan

HARRY KISSINGER

Candy—Novelties—Specialties
3846 McCormick Ave.—Phone Brookfield 9691
HOLLYWOOD, ILLINOIS
Terr.: Ohio, Mich., & Ind.

CONFECTIONERY BROKERS

East No. Central States (Contd.)

G. W. McDERMOTT
100 North Raymond St.—Phone 382
MARINETTE, WISCONSIN
Terr.: Wisc. & Upper Mich.—covered every five weeks

WM. C. MITHOEFER
6210 Tyne Avenue
CINCINNATI 13, OHIO
We specialize in cigars, candies, specialties and novelties

OWEN BROKERAGE COMPANY
Non-competitive lines only
814 No. Church St.—Phone 355W
RICHLAND CENTER, WISC.
Terr.: Wisconsin & Upper Penn. of Mich.

JACK WILSON PEIFFER
Manufacturers' Representative
54 W. Burton Place
CHICAGO 10, ILL.

ARTHUR H. SCHMIDT CO.
524 Rockefeller Building
CLEVELAND 13, OHIO
Terr.: Ohio. Member Nat'l. Conf. Salesmen Ass'n. Buckeye Candy Club

SOMMER & WALLER
Manufacturers' Representative
8336 Maryland Ave.—Vin. 7174
CHICAGO 19, ILLINOIS
Serving Metropolitan Chicago Sales Area for 25 Years

WARREN A. STOWELL & ASSOCIATE
Phone Triangle 1265
7943 So. Marshfield Ave.
CHICAGO 20, ILLINOIS
Terr.: Chicago, Greater Chicago radius incl. Milwaukee, Wis.

C. H. THOMPSON
1421 Siasbee St., S. E.
GRAND RAPIDS 6, MICHIGAN
Territory: Michigan only

WAHL BROKERAGE
Manufacturers' Representative
3813 N. Cramer St.
MILWAUKEE 11, WISCONSIN
Terr.: Mich., Ind., Ill., Wis., part of Iowa and Minn.

WALTERS & COMPANY
Complete Brokerage Service
2407 N. Meridian Street
INDIANAPOLIS 4, INDIANA

W AND W SALES
1627 West Fort Street
DETROIT 16, MICHIGAN
Covering Michigan Completely With Quality Merchandise
Al. Williford

R. L. YATES
Candy Manufacturers' Representative
P. O. Box 82, College Park Station
DETROIT 21, MICHIGAN
Phone DA 6227
Territory: Michigan

East So. Central States

FELIX D. BRIGHT
Candy Specialties
P. O. Box 177—Phone 8-4097
NASHVILLE 2, TENNESSEE
Terr.: Kentucky, Tennessee, Alabama, Mississippi, Louisiana

J. L. FARRINGER
-1900 Cedar Lane, Phone 8-8470
NASHVILLE 2, TENNESSEE
Established 1924
Terr.: Tenn., Ky., & W. Va.

PAUL JOHNSON AND CO.
Manufacturers' Representatives
Day Phone 1—Box 270—Night Phone 2420
CAMPBELLVILLE, KY.
Candy, Crackers, Cookies, Cigars, and Specialty Items
Terr.: Ky. and Tenn.

West No. Central States

GEORGE BRYAN BROKERAGE CO.
410 Walnut Bldg.
DES MOINES 9, IOWA
Consistent and thorough coverage of wholesale candy and tobacco, wholesale grocery, chain store trade in central, eastern Iowa

ELMER J. EDWARDS
Candy Broker
3933 Elliott Ave., So.—Phone Colfax 9452
MINNEAPOLIS 7, MINN.
Terr.: Minn., N. & S. Dak.—Special attention given to Twin City trade

ERICKSON BROKERAGE CO.
Manufacturers' Representative Since 1930
334 North First Street
MINNEAPOLIS 1, MINNESOTA
Terr.: Minn., N. D., S. D., W. Wis.

GRIFFITHS SALES COMPANY
707 Clark Ave.—Phone GA. 4979
SAINT LOUIS 2, MISSOURI
We specialize in candy and novelties.
Terr.: Mo., Ill., and Kan.

LEON K. HERZ
1290 Grand Ave., Emerson 7309
ST. PAUL 5, MINN.
Terr.: Western Wis., Minnesota, North and South Dakota

HUTCHINS BROKERAGE CO.
218 Third Ave., N.
MINNEAPOLIS 1, MINNESOTA
Terr.: Minneapolis and Adj. Terr.

THE ADOLPH MERTENS CO.
P. O. Box 433, Davenport, Iowa
MANUFACTURERS' REPRESENTATIVES
CANDY & SPECIALTIES
Serving the State of Iowa,
Western Neb. and Ill. border towns

N. VAN BRAMER SALES CO.
3844 Huntington Ave.
MINNEAPOLIS 16, MINNESOTA
Territory: Minn., N. Dak., S. Dak., Ia., Neb.
Coverage every six weeks
Resident Salesman in Omaha, Neb.

West So. Central States

H. L. BLACKWELL COMPANY
Emery Way at Sunset Drive
EL PASO, TEXAS
Phone: 3-0503
Terr.: Tex., N. Mex., and Ariz.

J. J. BOND & COMPANY
1840 Hill Crest—Phone 7-1800
FORT WORTH 7, TEXAS
Territory: Texas and Oklahoma

S. D. CARTER COMPANY
Merchandise Brokers
Box 217
SHREVEPORT, LA.
Terr.: La., Ark., & E. Texas

W. S. STOKES
Broker & Agent
BATESVILLE, ARKANSAS
Candy - Novelties - Specialties
Terr.: Arkansas—Accounts solicited

Mountain States

E. G. ALDEN & COMPANY
Box 5014 Term. Sta.—Phone Lakewood 599W
DENVER 17, COLORADO
John Alden traveling—Colo., Wyo., Mont., and Western Nebraska

REILLY ATKINSON & CO., INC
Confectionery & Food Products
SALT LAKE CITY, U.—BOISE, IDA.
Terr.: U. & Ida., with contiguous sections of adjoining states.

CAMERON SALES COMPANY
5701 East Sixth Ave.
DENVER 7, COLORADO
Candies and Allied Lines
Terr.: Colo., Mont., Idaho, Utah, N. Mex.

T. J. LANPHER COMPANY
Confectionery and Food Products
BILLINGS BUTTE GREAT FALLS
(General Office)
Territory: Montana & Northern Wyoming
Established 1907

MERRILL SALES COMPANY
313 East Catalina Drive
PHOENIX, ARIZONA
Frequent and intensive Coverage of Arizona and New Mexico

FRANK X. SCHILLING
Confectionery and Novelty Items
Box 416—Phone 2-3540
BUTTE, MONTANA
Complete coverage of all wholesale chain and department store distributors in Montana and Northern Wyoming.

VICK SALES COMPANY
316 East Van Buren
PHOENIX, ARIZONA
"Serving the State of Arizona"

HARRY YOUNGMAN BROKER-AGE COMPANY
Box 1619
DENVER 1, COLORADO
Territory: Colo., Wyo., Utah, Idaho, Mont.

CONFECTIONERY BROKERS

Pacific States

GENE ALCORN & CO.

1340 E. 6th Street
LOS ANGELES 1, CALIFORNIA
383 Brannan Street
SAN FRANCISCO 7, CALIF.
Territory: State of California

BELL SALES COMPANY

100 Howard Street
SAN FRANCISCO 5, CALIFORNIA
Candy & Food Specialties
Terr.: Calif., Reno, Nev., Hawaiian Islands

JOHN T. BOND & SON

637 S. Wilton Place—Phone Federal 6028
LOS ANGELES, CALIF.
Territory: Pacific Coast
Our 28th Year in Candy and Food Field

CARTER & CARTER

Confectionery Mfr's. Agents. Established
with industry since 1901.
91 Connecticut St.—Phone: Main 7852
SEATTLE, WASHINGTON
Terr.: Wash., Ore., Utah, Ida., Mont.,
Nev., Wyo.

MALCOLM S. CLARK CO.

1487 1/2 Valencia St.—No. Cal.; Nev.; & Hawaii
SAN FRANCISCO 10, CALIF.
923 E. Third St.—Southern California
LOS ANGELES 14, CALIF.
1238 N.W. Glisan—Oregon
PORTLAND, OREGON
915 Terminal Sales Bldg.—Wash., N. Idaho
SEATTLE 1, WASH.
3821 Nations Ave.—Ariz., New Mex., W. Texas
EL PASO, TEXAS

Pacific States (Contd.)

J. RAY FRY & ASSOCIATES

420 Market St.—Phone Garfield 7690
SAN FRANCISCO, CALIF.
Terr.: Calif., Ore., Wash., Mont., Ida.,
Utah, Wyo., Nev., Ariz.

CHARLES HANSHER

112 W. Ninth Street
LOS ANGELES 15, CALIFORNIA
Personal contacts with chains, jobbers, syndi-
cates & dept. stores throughout Calif., Ore.,
& Wash.

HARTLEY SALES COMPANY

GEORGE W. HARTLEY
742 S. W. Vista Avenue—Phone: ATwater 5800
PORTLAND 5, OREGON
Territory: Oregon, Washington & Idaho

KESSLER BROTHERS

739 Market St.—Tel. Garfield 7354
SAN FRANCISCO 3, CALIF.
Terr.: 11 Western States, Army & Navy, Ex-
port Wholesale Jobbing and Retail coverage
for Quality Manufacturers.
Offices, S.F.—L.A.—Portland—Honolulu
Established 1925
Sidney H. Kessler—Theodore D. Kessler

I. LIBERMAN

SEATTLE 22, WASHINGTON
Manufacturers' Representative
1705 Belmont Avenue
Terr.: Wash., Ore., Mont., Ida., Utah, Wyo.

Pacific States (Contd.)

HARRY N. NELSON CO.

112 Market Street
SAN FRANCISCO 11, CALIF.
Established 1906. Sell Wholesale Trade Only.
Terr.: Eleven Western States

GEORGE R. STEVENSON CO.

302 Terminal Sales Building
SEATTLE, WASH.
Territory: Wash., Ore., Ida., Mont.
Over 20 years in this area.

L. J. THOMPSON

Terminal Sales Building
SEATTLE 1, WASH.
Terr.: Ore., Wash., W. Idaho

JERRY W. TURMELL COMPANY

4127 Crisp Canyon Rd.—State 44713
SHERMAN OAKS, CALIFORNIA
(20 minutes from Los Angeles)
Terr.: Calif., Associates at Hawaii, Philippines
and China. Established since 1932.

RALPH W. UNGER

4127 Crisp Canyon Rd.—State 44713
LOS ANGELES, CALIFORNIA
Terr.: Calif., Ariz., N. Mex., West Tex., Nev.

S. E. "JACK" WAGER

(For California coverage)
168 So. Central Ave.
LOS ANGELES 12, CALIFORNIA

WITENBERG-ROSS

24 California St.—Phone: Erbrook 7973
SAN FRANCISCO 11, CALIFORNIA
315 West Ninth St.—Phone Trinity 7159
LOS ANGELES 15, CALIFORNIA
Terr.: Calif., Arizona, Nevada & Export

Presstime Reports

• **Huyler's:** R. I. Ingalls, Jr., of Birmingham, Ala., has been elected a director of Huyler's and four of its subsidiary companies: Metro Chocolate Co., Inc., Phoebe Phelps Caramel Co., Inc., H. L. Hildreth Co., and Holbrooke Candies, Inc.

• **Combined Chicago Clubs Meeting:** An analysis of the current and future commodity market by Malcolm Forbes, commodity specialist of Merrill, Lynch, Pierce, Fenner & Beane, featured the program of the recent combined meeting of the Chicago Candy Sales Executive Club, Chicago Candy Production Club, and the Chicago Confectioners Round Table.

• **Loft Candy Corp.:** An air service system for orders beyond a 300-mile radius from the metropolitan New York area was recently inaugurated by Loft's to speed delivery of candy through Easter.

• **Package Machinery Company:** Change of address is announced for the firm's Atlanta office to 1222 Peachtree Street, N. E.

• **Penick & Ford, Ltd.:** A 48-page recipe booklet "Brer Rabbit's New Orleans Molasses Recipes" is being offered to listeners of the Brer Rabbit radio shows and will be offered through Brer Rabbit ads this Fall. The booklet is produced by Penick & Ford, Ltd., of New Orleans.

• **Mars, Inc.:** A new and third Mars radio show made its debut last month over NBC. It is a quizz

program for the younger set, called "The Doctor I. Q. Junior Show."

• **Marlon Candy Corp.:** The corporation is now one of the sponsors of the "Mr. and Mrs. Music" disc jockey show over WMCA, New York.

• **Boldemann Chocolate Co.:** Nelson-Morrill Co. has been named southern California distributor for the complete Boldemann chocolate line.

• **L. Demartini, Sr.:** One of the pioneers in the West Coast's glace fruit industry, L. Demartini, Sr., recently passed away at the age of 97. Born in Italy, Mr. Demartini purchased a small retail candy store in downtown San Francisco three years after he arrived there in 1876. There he began to make syrups for his fountain which led him into the wholesale field and manufacture of syrups, toppings, flavors, nut products, and distribution of imported and domestic nuts.

• **Beech-Nut Packing Co.:** Two new advertising campaigns are being conducted this year by Beech-Nut. One is a pictorial series of portrayals of leading American cities. The other campaign is built around Negro personalities in the entertainment field and appears in 16 Negro publications.

• **Confection Machine Sales Company:** This firm announces the development of a junior model instant and continuous fondant machine, created to meet the demand of manufacturers who want a small, compact, streamlined fondant machine giving maximum production, with all the features of the standard model. The machine is available now.



The MANUFACTURING CONFECTIONER'S

Clearing House



POSITIONS WANTED

Wanted: Respectful position in confectionery industry with ultimate goal management. Over 12 years of chemical experience in various fields. Member: Institute of Food Technologists and American Chemical Society. Would like to remain in confectionery industry or related field. Prefer supervision. Perhaps I have what you need. Box A-583, **The Manufacturing Confectioner**.

Pan-man, First Class. 30 years practical experience in all phases of pan-line. Quality specialist, managerial background. Middle-aged. References assured. Box A-584, **The Manufacturing Confectioner**.

Candy Plant Executive available. Take complete charge factory producing high grade chocolates. Thorough knowledge all production departments. Adept in the design of specialty pieces and in packaging. Diversified experience in purchasing, sales, training and supervising of employees. Experienced in all phases of retail store operations. Aggressive, quick thinker, and hard worker. Interested only in connection with progressive firm willing to compensate liberally for excellent producer. Young, married with children. Excellent references. Box B-482, **The Manufacturing Confectioner**.

Superintendent and technical supervisor for production of hard and soft candies and allied products. Dynamic young man with extensive practical factory experience, knowledge of foods and quality candy cooking, proven engineering ability, seeks change to position with progressive organization. Box A-5813, **The Manufacturing Confectioner**.

HELP WANTED

SUPERINTENDENT

SPLENDID OPPORTUNITY in the West for man experienced in the manufacture of high quality package chocolates who is now holding position as Assistant Superintendent or Superintendent to take over position in our package goods factory. State salary expected, previous experience and places worked in past ten years. Box TF-1271, **The Manufacturing Confectioner**.

HELP WANTED (Contd.)

Wanted: By leading Texas manufacturer, Production Superintendent with a full knowledge of wrapped caramels specializing in specialty penny caramels, capable of handling high speed production with many years experience. Good opportunity for man with right qualifications. Texas Candy & Nut Co., McKinney, Texas.

Superintendent wanted for candy plant, New England. Must have thorough knowledge of candy making, salary open. State age, experience, salary, when available. Box C-581, **The Manufacturing Confectioner**.

MACHINERY WANTED

Wanted: Starch trays for wood mogul. Model A. Must be in fair condition. Box C-481, **The Manufacturing Confectioner**.

WANTED: CHOCOLATE FOIL WRAPPING MACHINES, FORGROVE OR SIMILAR TYPE. BOX A-589, **THE MANUFACTURING CONFECTIONER**.

Wanted: Second-hand IGOU stick-candy spinner. Please quote price and condition of machine. Brown & Haley, Tacoma, Wash.

Wanted: One heavy-duty 5' Dayton Cream beater, second-hand, in good condition. Brown & Haley, Tacoma, Wash.

Wanted: Starch buck or mogul, and Springfield depositor and starch trays, reasonably priced. State price and condition in first letter. Marcoe & Sons Candies, 4110 South "M" Street, Tacoma, Washington.

Wanted: Will purchase used kiss wrapping machine; advise fully. Box A-5816, **The Manufacturing Confectioner**.

WANTED YOUR IDLE MACHINERY WILL BUY FROM SINGLE ITEMS TO COMPLETE PLANTS

URGENTLY WANTED: Copper Coating Pans and Vacuum Pans; Tablet Machines; Dryers and Mixers; Jacketed Copper and Aluminum Kettles. Describe fully and quote prices.



THE KEY TO SAVING TIME AND MONEY

15-21 PARK ROW

NEW YORK 7, N. Y.

MACHINERY FOR SALE

For Sale: One 30-gal., 40 lb. pressure-jacketed, stainless steel kettle, stationary with cover new. \$150 FOB Brooklyn, N. Y. American Machine and Foundry wrapper, Model 3-22, 6½" to 13½". R. G. White Engineering Company, 1338 Atlantic Avenue, Brooklyn 16, N. Y.

For Sale: 1 National depositor completely overhauled with three pump bars 12-16 and 18 outlets. Complete with motor. Best offer. Corley Miller wrapping machine, Model MP, heavy-duty. Adjustment range for packages 2¾" to 15" long, 1" to 8" wide, ½" to 3¼" high. 110-volt AC motor. A-1 condition. Best offer. Krispy Kist popcorn commercial type machine, 12-15 lbs. of kernels per operation. Brand new. Complete with motor. Best offer. Mr. M. J. Snider, 2529 N. Pulaski, Chicago, Ill. Telephone Dickens 5526.

For Sale: 1 Koger pulling machine, 3-arm, 1 H.P., \$375 FOB seller. D. L. Grossman, 416 N. Oakhurst Drive, Beverly Hills, Calif.

For Sale: 2 Savage 500-lb. chocolate melters with 2-H.P. motors, Savage 25-gal. steam-jacketed copper kettle with double acting agitator, Read, Hobart and Glen 3-speed mixers. Loeb Equipment Supply Co., 1923 North Ave., Chicago 22, Ill.

For Sale: 2 Scandia wrapping machines, Models FA and FWM. Good condition. Price reasonable. Victory Cake Co. 175 Fabyan Place, Newark, N. J.

For Sale: One chocolate melter, steam jacketed; one Miller cellophane wrapper; steam jacketed kettles; stainless steel, copper and aluminum; marshmallow mixer; filler depositor. Box A-581, **The Manufacturing Confectioner**.

For Sale: 32" enrober with 75' cooling tunnel, 25' packing table complete with 6-ton ammonia machine and bunker box. Also, used chocolate moulding equipment including depositor to fill moulds, shaking table, 85' conveyor and cooling table with return mould conveyor with or without moulds. Also have 40" Baker Perkins enrober for sale only. Box A-587, **The Manufacturing Confectioner**.

For Sale: Kettles, all steam-jacketed for 100 lbs. pressure; black iron, 50 and 60 gals.; stainless steel, 60 gals. Double-action mixer; copper, 50 gals.; stainless steel, 60 gals. Revolving pans with steam coils, 38". Marshmallow beater, 50 gals. N.E. continuous vacuum cooker, 600 lbs. per hr. 2 Hildreth pulling machines, Form 5, Style A; 1 American pulling machine. 2 Hansella automatic batchrollers; 1 York batch roller. 6 Cooling tables; 3 x 8, 4 x 8; 4 x 10, 6 x 12. Electric hoist for 600 and 1,000 lbs. 2 Automatic bag filling and weighing machines with conveyor and rotary heat-sealing machine. Box A-585, **The Manufacturing Confectioner**.

THE MANUFACTURING CONFECTIONER

LIQUIDATION!

MODERN

CANDY PLANT

For Sale Piecemeal . . . Directly from Floors of Plant

(Inspection Can Be Arranged)

UNION

Rebuilt Machinery
Established 1912

Here's A Partial List Of
This Plant's Equipment

GREER 24" COATING UNIT

Almost New Consisting of

Greer 24" Late Style Chocolate
Coating Machine.

Feeding Table.

Bottoming Attachment with
Freon Cooling Bottomer Table.
Greer Cooling Tunnel with Pack-
ing Table.

Bunker Box Cooling System with
Freon Cooling Compressor con-
nected up with Bunker Box.

Greer 500 lb. Late Style Choco-
late Melting Kettles, directly motor
driven.

National Equipment Wood Mogul
Machine complete with Depositor.

Starch Trays with and without starch.
Marrow Cut Roll Machine for hand
roll creams.

Friend Dreadnaught Model Cream
Center Machine.

Hobart 4-speed Late Style Vertical
Beater complete with Bowls and Bea-
ters, 80 qt. capacity.

Simplex Gas Vacuum Cooker com-
plete with motor driven Vacuum
Pump.

3' x 6' Steel Water Cooled Tables.

Copper Steam Jacketed Kettles.

Miscellaneous items at plant.

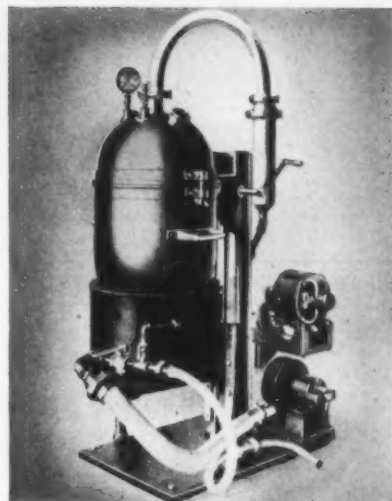
Schreiber Candy Co.
313 Cherry St.
Scranton, Penna.

AT

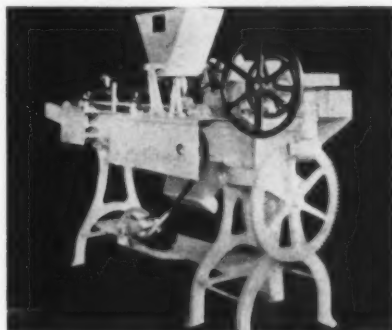
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S A V I N G S**

**I M M E D I A T E
D E L I V E R Y**

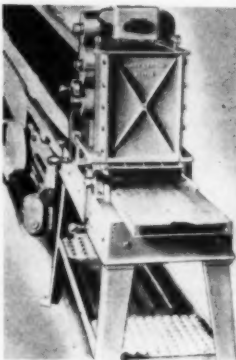
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W I R E C O L L E C T**



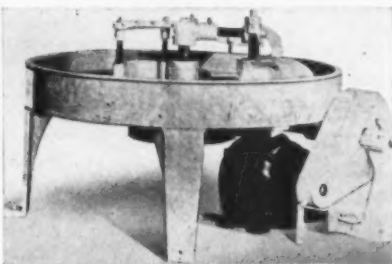
Simplex Gas Vacuum Cooker



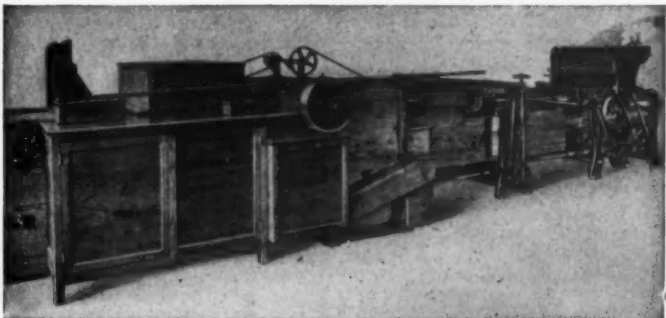
Marrow Cut Roll Machine



Friend Dreadnaught Machine



Hobart Vertical Beater, 80 qt. cap.



National Equipment Automatic Wood Mogul with Depositor

UNION CONFECTIONERY MACHINERY CO., Inc.

318-22 Lafayette St.

Cable Address:
"CONFECHACH"

New York 12, New York

Premium Prices Paid
For Your Used Machinery
Write or Wire Details



The MANUFACTURING CONFECTIONER'S

Clearing House



MACHINERY FOR SALE (Contd.)

For Sale: Caramel cutter, motor-driven, silent chain. New set of knives and pads included. Also Apex candy cutter, various sized knives and motor-driven chip cutter. Box A-5811, **The Manufacturing Confectioner.**

For Sale: Swedish stainless steel conveyor belt: 8 lengths from 100-600 ft., 32 inches wide, .025 inch thick; 7 lengths from 100-500 ft., 24 inches wide, .024 inches thick; 1 Kathabar dehumidification unit, 1 Lynch Wrap-O-Matic wrapping machine for candy bars, 1 DF Package wrapping machine. All brand new. Bargain. Not a dealer. Box A-5812, **The Manufacturing Confectioner.**

For Sale: Used National Equipment mogul and depositor in first-class condition, in use now daily. Can be made ready for immediate delivery. Must be moved quickly to make way for new equipment. If interested contact at once. Box A-582, **The Manufacturing Confectioner.**

For Sale: Two Lynch Wrap-O-Matic bar wrapping machines in excellent condition. Box A-5815, **The Manufacturing Confectioner.**

For Sale: Carey 12-pot cocoa butter press, horizontal hydraulic type. Also, Lehmann melanger, six-foot granite base; also, model U wrapping machine, manufactured by Package Machinery Co., Springfield. All machines in very good condition. Address Box B-481, **The Manufacturing Confectioner.**

For Sale: Two hard candy drop machines. Each with three sets of rollers of size 6" by 6". Other machine 4" by 7", plus conveyor belt with hood and blower, price \$750 for each machine. Apply Garden of Sweets, 69-71 Featherbed Lane, Bronx 52, New York.

BUSINESS FOR SALE

For Sale: Manufacturing-retailers with four modern, air-conditioned, homemade candy shops. 100% Locations in northern New Jersey. Enjoying best reputation for quality candies. Splendid opportunity for expansion. Also well-equipped factory with air-conditioned chocolate room that is ample to take care of stores. Cash required: \$25,000. Balance on terms to responsible parties. Principals interested write for appointment. Box A-5810, **The Manufacturing Confectioner.**

For Sale: Candy factory in midwest city of 200,000. Wholesale and retail featuring box chocolates. Excellent reputation. Good equipment including 16" enrober. Can easily be enlarged. Almost new two-story building. Owner retiring. Price \$75,000.00 including building. Should pay for itself in two years. Box B-581, **The Manufacturing Confectioner.**

BUSINESS FOR SALE

For Sale: A modern, complete candy manufacturing plant located in Central Texas and equipped to make bar, package and bulk goods. Starch mogul, 16" National enrober complete, two DF-1's Package Machinery bar wrappers and many other good pieces of equipment. This business has been established for 20 years with known line and our reason for selling is that we have other business interests. Box C-582, **The Manufacturing Confectioner.**

For Sale: Only retail confectionery shop in a city of 120,000 population with soda fountain, also doing wholesale candy business. Located downtown business district. Long lease. Owner recalled to army. Box A-5814, **The Manufacturing Confectioner.**

For Sale: Complete factory for manufacturing chocolate candy (slab work), large Pan Department including full equipment such as enrobers, cooking kettles, cutting machines, packing machinery, bar wrapping machines, etc. Good inventory of chocolate at low cost and other inventories. Plant within a 100-mile radius of Metropolitan New York. Will arrange terms. Box A-586, **The Manufacturing Confectioner.**

SALES LINES WANTED

Wanted: Line of flavoring and extracts for bakeries and ice cream manufacturers. Box TF-481, **The Manufacturing Confectioner.**

Wanted: Candy and allied lines on brokerage basis for wholesale jobbing and chain trade in Virginia and the Carolinas. Box TF-482, **The Manufacturing Confectioner.**

SALES LINES WANTED (Contd.)

Wanted: Candy and allied lines. We have 20 years sales experience in same territory of Florida, Georgia and Alabama. 3 salesmen. Hubert Brokerage Company, 210-211 Candler Bldg., Atlanta, Georgia.

WANTED: LARGE QUANTITIES OFF-BRAND, SLOW-MOVING ITEMS. SUBMIT SAMPLES AND FULL DETAILS. BOX A-5817, THE MANUFACTURING CONFECTIONER.

MISCELLANEOUS

For Sale: Cellophane, No. 300, M.S.C., in rolls at cheap close-out price. 390 lbs., 5½" tango; 2700 lbs., 6" tango; 300 lbs., 6¾" amber. Queen Anne Candy Company, Hammond, Ind. L. Martin.

For Sale: Approx. 22,000 lbs. cream of maize, No. 40, priced 8c FOB, Hot Springs, Ark., for lot. Box A-588, **The Manufacturing Confectioner.**

WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

"Cellophane" BAGS

SHEETS • ROLLS • SHREDDINGS
Cellophane rolls in outer boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

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Diamond "Cellophane" Products

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"At Your Service"

74 E. 28th St., Chicago 16, Illinois

CLASSIFIED ADVERTISING For the Convenience of Our Readers

The Manufacturing Confectioner's classified section is designed to aid candy men in obtaining or disposing of used equipment, services and miscellaneous items. You will find that it pays to read and use the classified section. In replying to classified ads with box numbers, please address letters to: Box Number, The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

Minimum insertion is 3 lines at 35c per line.
70c for bold face; not subject to agency discounts.

THE MANUFACTURING CONFECTIONER
400 W. Madison Street Chicago 6, Illinois

Confectionately Yours

CANDY'S DANDY, five ex-policemen on the Palo Alto, Calif., force obviously thought. Detailed to hide in a local candy shop to prevent robbery of a theater across the street, the five left the store with 125 pounds of candy.

THE FAR WEST crime front also reports the case of the repetitious candy thief. Said candy addict was apprehended by a lady detective the first time while stealing a box of candy in a Los Angeles drug store. Eighteen months and three days later the same lady detective apprehended the same individual doing the same thing in the same store. His 18 months in San Quentin had expired three days before.

AGI GUARD really "gummed up" the works in ex-Premier Tojo's earphones during the Tokyo war crime trials, by placing a wad of chewing gum in the Nip leader's earphone. Tojo was reported "visibly disturbed."

A WAD OF GUM temporarily held up passage of a \$21,553,000 appropriation bill in the House at Jefferson City, Mo., recently, too. Someone packed the gum into the keyhole of a representative's voting device. He couldn't use his voting key. An emergency device had to be substituted. No reports are available as to whether the citizen involved plans to go to Washington.

CANDY BY MAIL CLUBS have some problems, too, it appears. A young lady recently received a box of candy supposedly from a young man from whom she would, to put it nicely, rather not have received it, and told him so. He wrote the candy company saying he didn't order the box or the gift subscription. The firm asked the young lady to pay, as meantime another box had been sent her. She told her story. The firm wrote back, in part: "It's too bad the subscription couldn't have patched up your romance. You'll just have to be philosophical about it and figure that into each life some sweets must fall and let it go at that. We have."



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The Important "New Look" for Salesmen, Too

SELLING IS WHAT makes the business wheels go around. And "this shift to better balance between supply and demand is bound to increase competition and to demand more aggressive salesmanship."

These are the suggestions recently expressed by Earl O. Shreve, of the Chamber of Commerce of the U. S., to the National Marketing Conference at St. Louis.

"If I read the business signs right," Chamber President Shreve told the NMC, "competition—the old-fashioned kind of competition—is coming back into the markets. One by one, you are seeing more lines of goods shifting from a seller's to a buyer's market."

That this is a situation which should be accepted as a challenge and not with dread, Mr. Shreve also points out:

"Is this something to get alarmed about? I don't think so—not if we view it from the standpoint of the general welfare and the long range, and make sensible adjustments to inevitable change," he stated.

"For many sellers of luxury goods, of items which have run into consumer resistance, the joy ride is over. The time has come for some hard work, on the sales end."

"A lot of folks have forgotten how to smile and say 'good morning' when the customers come into the store. When salesmen discover that the customer is in command again, and can shop around town for goods, that pre-war smile will be seen once more."

"Increasing competition brings lower prices, more purchasing power for buyers, better quality of foods. In the long run, more competition will mean more business. It usually has in the past. . . ."

"During the war, and immediately after the war, productivity was the first need of the country. Now that the pipelines of supply are filling, or already have filled

in some instances to overflowing, the need will be distributed."

"We had record-breaking sales these past few years without extraordinary sales effort. But they were extraordinary times."

"Those extraordinary years are passing, the years when the salesman came around without a smile."

"Let's get ready for the *salesman with the new look*. He will be a harbinger of more normal times, of more stable times in the long run. He's the fellow who will be sparking business when the overstuffed orderbook slims down to that old look—and the choosy customers require coaxing to get back into a buying mood."

"It is now the distributor's turn to prove that our American system really works. I know that distribution will meet the challenge."

President Otto Schnering, of Curtiss Candy Co., offers another commendable suggestion in his "Personal Message" to "All of Us": "1948 is a very fine time for every one of us to *stop rapping and start clapping* for the American way of life!"

"I suggest that *all of us* consider ourselves as members of a great national committee for The Appreciation and Understanding of the American Way of Life," says Mr. Schnering. "There are so many specialists at condemning, let us be specialists at commending. We must be tireless in our efforts to destroy the falsehoods that are being told about everything American. These falsehoods are designed to create doubt and confusion regarding the value of our American form of government. We *must* see that every one in the country gets the truth about America. A halfway job will not do. It must be given to them clearly, completely, and constantly!"

Candy Conventions Are Industry Achievements

WITH THE RETURN of the long-expected "buyer's market," this year's confectionery industry conventions in June again have especial significance for the nation's candy manufacturers, wholesalers, and other handlers of confectionery. Although the second worldwide war to end worldwide wars is now only a few years past, a new draft, increased military appropriations, and heightened international tensions again are perplexing the nation's economy, which already has been considerably perplexed by record high prices in all the factors of production. What lies ahead for the nation's confectionery industry, given the added problems of purse-tightened-by-high-prices-of-everything buyer's market, is a vital subject the conventions can do much to clarify and solve.

As indicated by Dr. Samuel N. Stevens, president of Grinnell College, Grinnell, Iowa, at the first postwar convention of the National Confectioner's Ass'n in 1946, these are "dizzy" times. Events since that time have all

too clearly indicated that the state of neither the Union nor the times has assumed an opposite character. In fact, the "dizzy" state might well be said to have become even more pronounced with the passing of each postwar "peacetime" year.

The excellent work of the associations all during the year and the thorough plans for convention programs designed to answer the multitude of industry problems both indicate that everything possible is being done to make this year's conventions especially helpful and informative meetings for all members of the industry.

The ARC, NCA, and NCWA conventions again merit the attendance of all persons truly interested in candy. The *important* dates are: June 20-25 at the Waldorf-Astoria Hotel in New York City for NCA, June 20-23 at the Commodore Hotel in New York City for ARC, June 13-16 for NCWA at the Sherman Hotel in Chicago, and June 21-25 for the Confectionery Industries Exposition at Grand Central Palace in New York City.



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THE QUALITIES you need for successful packaging are engineered into Sylvania Cellophane. Every step in its manufacture is carefully checked to assure you of maximum dust, grease and moistureproofness. This careful control assures Sylvania Cellophane's uniform transparency and strength . . . low temperature durability . . . heat sealing qualities . . . excellent printing surface.



A boxcar of candy sticks wrapped in Sylvania Cellophane adds up to a package that's a sure winner.

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Expensive Egg Albumen
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Pro-Tan
 The **NEW**, Economical
 Efficient Replacement
 for Egg Albumen

Candy chemists have long known that albumen may be derived not only from eggs, but from other protein substances.

The problem has been to select, blend and treat them, so they work as effectively as the more expensive egg albumens.

PRO-TAN has achieved this objective—protein stabilization—not merely the stabilization of added moisture. Moreover, PRO-TAN contains no added carbohydrates (gums, starches, etc.) or gelatine which might produce only moisture stabilization.

Pro-Tan works easily—and is at work right now in leading candy plants.

Test PRO-TAN now in your batches. You'll be gratified with the outstanding quality and remarkably long shelf life it imparts to your candy!

Write our service department now for test samples of inexpensive, easy-working PRO-TAN!

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